

AMERICA'S PIN-UP QUEEN ...

ARCHIE  
SERIES

NO. 4

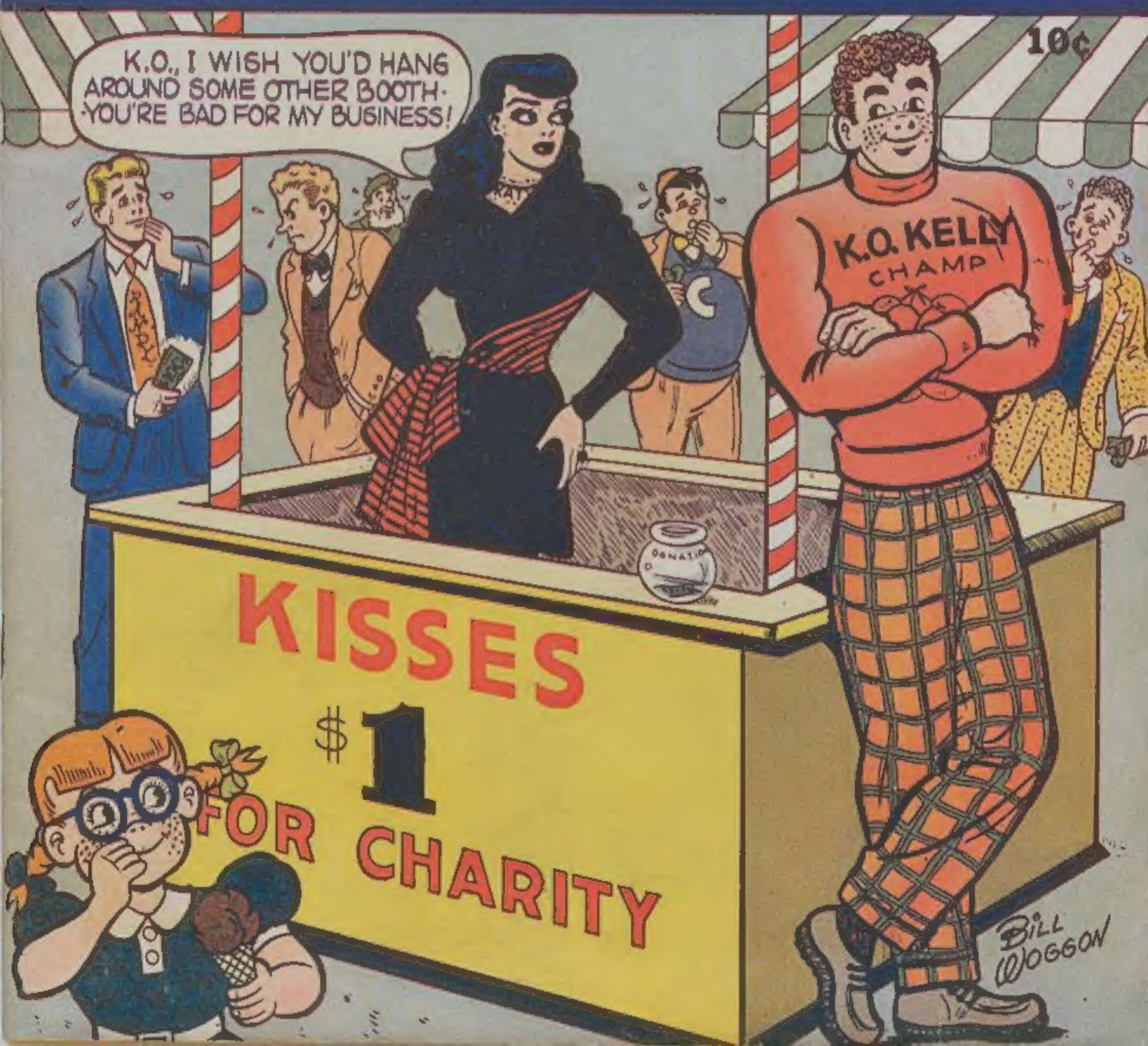
# KATY KEENE

ANC

Comics

10c

K.O., I WISH YOU'D HANG  
AROUND SOME OTHER BOOTH.  
YOU'RE BAD FOR MY BUSINESS!



# Miss Lee-Fashions

## Style #633 MISTY LACE Imported Chantilly Lace

Sheer enchantment with the magic of lace! . . . Exquisitely lovely sheer net clings lovingly over bared shoulders to a figure-caressing bodice of imported Chantilly Lace that falls into a graceful peplum and cascades helplessly to the hemline of the widest of wide filmy dancing skirts (over its own slip). Colorful blushing flowers highlight a tiny waist. In Superb Quality Celanese Taffeta and Marquisette net

**BEWITCHING COLORS:**  
 • BLACK • AQUA  
 • WHITE • ROSE

**IN ALL SIZES**  
 9-11-13-15-17  
 10-12-14-16-18-20

only **9<sup>98</sup>**

16½-18½-20½  
 22½-24½-26½  
 38-40-42-44-46-48

only **10<sup>98</sup>**



## Style #C-8—POLKA DOTS

For dancing . . . for romancing . . . Lace the "Gretchen" bodice firmly to the breathtaking polka dot décolletage. The full-bodied skirt swishes and rustles as you walk, as you dance. In finest quality silky rayon.

**IN BEAUTIFUL COLORS:**

- BLACK
- BROWN
- ROSE
- GREEN
- AMERICAN BEAUTY

**IN ALL SIZES only**  
 9-11-13-15-17  
 10-12-14-16-18-20

**6<sup>98</sup>**

16½-18½-20½ only  
 22½-24½-26½  
 38-40-42-44-46-48

**7<sup>98</sup>**



Send 10c  
 for our  
 latest  
 catalog!

### SENT ON APPROVAL—10 DAY FREE TRIAL

MISS LEE-FASHIONS, Inc., Dept. AQ  
 400 MADISON AVE., NEW YORK 17, N. Y.  
 Please send me the following dresses in styles, sizes and colors indicated. If not delighted I may return dress within 10 days for refund.

Style No.	Size	First Color Choice	Second Color Choice

☐ Send C.O.D. I enclose \$1.00 deposit. I'll pay postman balance plus postage.  
☐ I enclose full amount \$\_\_\_\_\_ you pay postage.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

All Foreign Orders must be Pre-paid

# Katy Keene

by Bill Woggon

KAY BOND (AGE 13)  
1776 STANTON RD, S.W.,  
ATLANTA, GEORGIA

MARY LOU  
BOSILJIVAC  
(AGE 14)

SANDRA SHAW  
2911-11 AVE. B,  
MOLINE, ILL.

THERESA KROL,  
135 LORD AVE.,  
BAYONNE, N.J.

MONA PADDOCK  
STAMFORD CENTRE,  
ONTARIO, CANADA.

ROBERT FINLEY,  
RT. 1, VERA BEACH, FLA.

STELLA PARIS,  
34581 CHESTNUT ST.,  
WAYNE, MICHIGAN.

CAROLE ANNE BAILEY (AGE 12)  
CORPUS CHRISTI, TEXAS.

JOYCE PARENT,  
110-05 ATLANTIC AVE.,  
RICHMOND HILL 18, N.Y.

MARY LOU LOY,  
BOX 386,  
ANTLERS, OKLA.,  
% BERRY-LOY HDW.

MARY BUCKLEY,  
2424 HALSEY ST.,  
BRONX 61, N.Y.

DONNA BURCH,  
CEDAR VALE,  
KANSAS.

BILL JONES,  
JEFFERSON,  
GEORGIA,  
(AGE 12)

ANITA  
HARPER  
(AGE 10)

PEGGY McNICHOLAS AND  
MARY LOU McNICHOLAS,  
8160 RACINE AVE.,  
CHICAGO 20, ILLINOIS.

LINDA BRADSHAW,  
13 WARREN ST.,  
WALTERBORO, S.C.

TINY CONKLIN,  
CAHTON, N.Y.,  
R.F.D. #2.

JANET LEHMANN,  
2219 CLARK AVE.,  
BURBANK, CALIF. (AGE 13)

BEVERLY SAWYER,  
250 N. LAKE ST.,  
GRAYSLAKE, ILL. (11 YRS)

PAT ADAMS,  
8153 FAIRVIEW,  
LA MESA, CALIF.

MARY ANN FETCHO  
586 WESTCHESTER H.,  
BRONX, N.Y.

ROXANE BLUMBERG,  
149 MORRIS PKWY.,  
VALLEY STREAM,  
LONG ISLAND, N.Y.

JOAN LULL,  
3801 S. SANTA FE  
ENGLEWOOD,  
COLORADO.

BETTY HOLZSCHUH,  
KENMORE 17, N.Y.

JOAN HOUSTON,  
313 ALEXANDER AVE.,  
BRONX, N.Y.

ALICE FAYE GREENEY,  
HOUSTON, MISSOURI.

NINA WATTS, (AGE 14)  
1266-A UNION ST.,  
HUNTINGTON, W. VA.

MILDRED WILLIAMS,  
512 ARTHUR ST.,  
DAYTONA BEACH, FLA.

LOGIE KAPUSTKA,  
MIDDLETON, MICH.  
BOX 194 (AGE 13)

RITA MAISHALOU,  
39 WEST 61 ST.,  
NEW YORK, N.Y.

GWEN QUALEY,  
5 PALM COURT,  
ISLE OF PALMS,  
SO. CAROLINA.

JACQUELINE CARL,  
424 N. 23 RD. ST.,  
E. ST. LOUIS, ILL.

LOIS ZIMMERMAN,  
608 MONTGOMERY ST.,  
BROOKLYN 25, N.Y.

LOIS LOCKHART,  
112 SO. HOLLY AVE.,  
COMPTON, CALIF.

BEVERLY ANN FROMM  
410 CRAWFORD AVE.,  
ALTOONA, PENNA.

SHIRLEY JANET GROGAN,  
CLARKSBURG, TENNESSEE  
(AGE 11)

CONNIE WESTERGAARD,  
231 EAST LINDEN,  
SHREVEPORT, LOUISIANA.

PATRICIA BOURREAUX,  
401 CEDAR CREST CT.,  
LAFAYETTE, LOUISIANA.

NANCY POGGEMEYER,  
750 LOUISIANA AVE.,  
PERRYSBURG, OHIO.

CAROLINE DUBE,  
216 WOBURN ST.,  
READING, MASS. (AGE 11)

JOYCE ROSENTHAL,  
8301 CORNELL,  
UNIVERSITY CITY, MO.,

SHELBY JEAN ASHER,  
MAPLESVILLE, KY.,  
(AGE 14)

CARAZON PARLADE,  
LIGAO, ALBAY,  
PHILIPPINES.

ELAINE MOORE,  
5000 W. COMMERCE,  
SAN ANTONIO 7, TEX.

JUDY RICHARDSON,  
BRISTO, TENNESSEE.

PATRICIA LYNCH,  
460-68 ST.,  
BROOKLYN 20, N.Y.

AMELIA DE LA FUENTE,  
461 VERDAD SAMP,  
MANILA, PHILIPPINES.

MARSHA FANSKY,  
210 E. 68TH TEN,  
KANSAS CITY, MO.

KITTY YOUNG,  
EMORY,  
VIRGINIA.

MARILYN STEEN,  
2324 LAFAYETTE AVE.,  
BRONX 61, N.Y.

HAURE BOUCHER,  
ANTIGANISH COUNTY  
NOVA SCOTIA, CANADA.

WANETA COX,  
306 W. RIDGE RD.,  
HOBART, INDIANA



STAR GOWN ABOVE DESIGNED BY THE READERS WHOSE NAMES ARE LISTED ABOVE. THANKS TO ALL!  
HOW ABOUT ALL THE DESIGNERS ABOVE WRITING TO EACH OTHER? TELL THEM YOU SAW THEIR NAME!!!



SIS'S SLACK SUIT and BEANIE by SUZIE CRAMER, FORKED RIVER, NEW JERSEY (AGE 9)



by PATTY DILGER, LONG BRANCH, NEW JERSEY







K.O.'S BOXING GLOVE NECKTIE by TRUDY HOLZ, 282 BROADWAY, PATERSON 1, NEW JERSEY





\* KATY KEENE APPEARS IN ALL FOUR OF THESE ARCHIE COMIC PUBLICATIONS !!



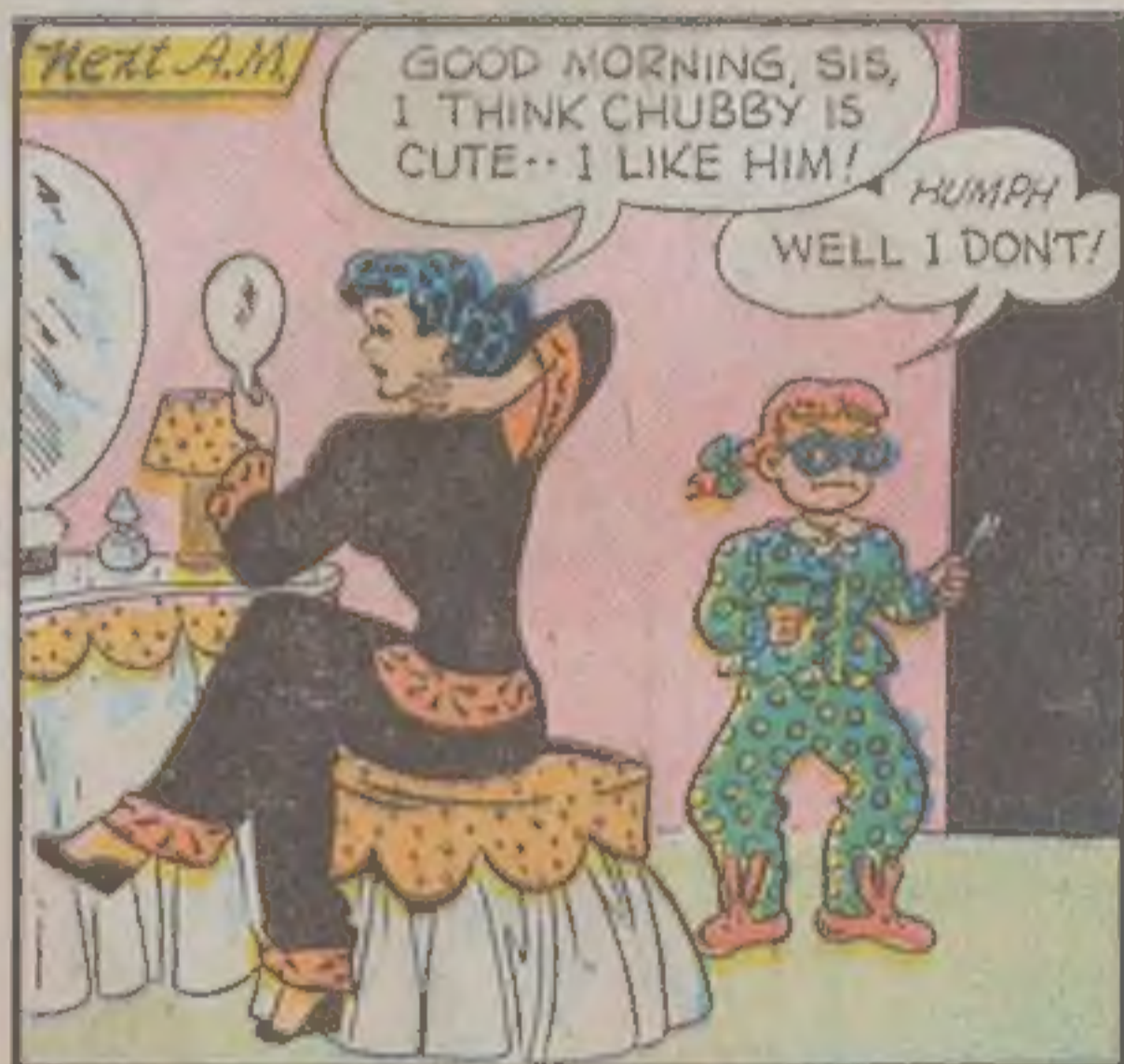


PAJAMAS ON SIS by EVELYN SHON, 45 MOUNTAIN AVE., DORCHESTER, MASSACHUSETTS.



KATY'S DRESS by EMILY FRANCES CROPPER, N. CLAIRMONT DR + PARKWAY, SALISBURY, MARYLAND.





KATY'S PAJAMAS by CASIE WILSON, 801 GRANT AVE, EL CAJON, CALIF. 7



THE END

# Katy Fashions



HAT by  
MARY RUSSELL,  
(AGE 11)  
939 EASTWOOD,  
CHICAGO 40,  
ILLINOIS.



HAT +  
SUIT by  
CAROL SWIFT, (AGE 12)  
5926 SONOMA HWY,  
SANTA ROSA, CALIF.



SHOES by  
MARILYN SWEENEY,  
421 N. WALLACE,  
INDIANAPOLIS, INDIANA



by BUNNY HOWARD,  
P.O. BOX 413,  
ST. ALBANS,  
VERMONT,  
(AGE 12)



by CAROL SMITH,  
600 S. KENNETH,  
CHICAGO, ILL.

by VICKI GEREMONTE,  
73 WEST 54TH ST,  
BAYONNE, N.J.



by JOSEPH KRUSZEWSKI,  
241 ORANGE ST,  
READING, PENNA.



by  
IRENE FALGE,  
1218  
ARDMORE RD,  
DETROIT 21,  
MICH.

by  
LOUISE M.  
KAUPES,  
279 MARION ST,  
BROOKLYN 33,  
NY.



by  
NANCY  
PETERS,  
REVERE, MASS.  
(AGE 10½)



by MISS DARREL BRAND,  
39-11-48TH ST,  
LONG ISLAND CITY,  
N.Y., N.Y.

FURS by  
JUDY M. VASSER,  
288 SO. RIDGE RD,  
SAN FRANCISCO, CALIF.

DAISY SWIM SUIT by  
JOY EIKAM, 442-29TH ST,  
BETTENDORF, IOWA.

by MILDRED WILLIAMS,  
512 ARTHUR ST,  
DAYTONA  
BEACH,  
FLA.

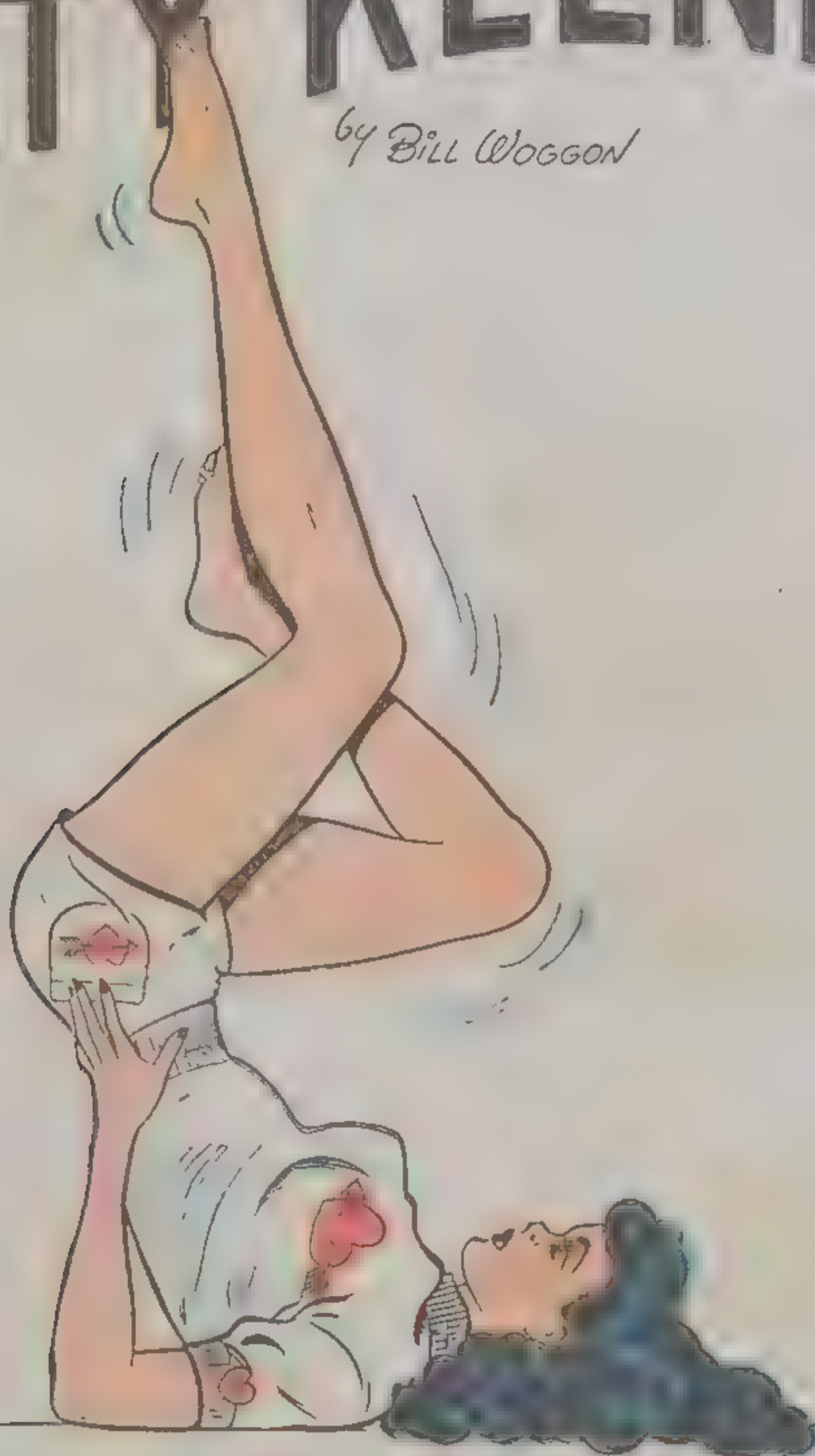


by EARL MAY  
44185 E. 76TH,  
PORTLAND,  
OREGON.



# KATY KEENE

by Bill Woggon

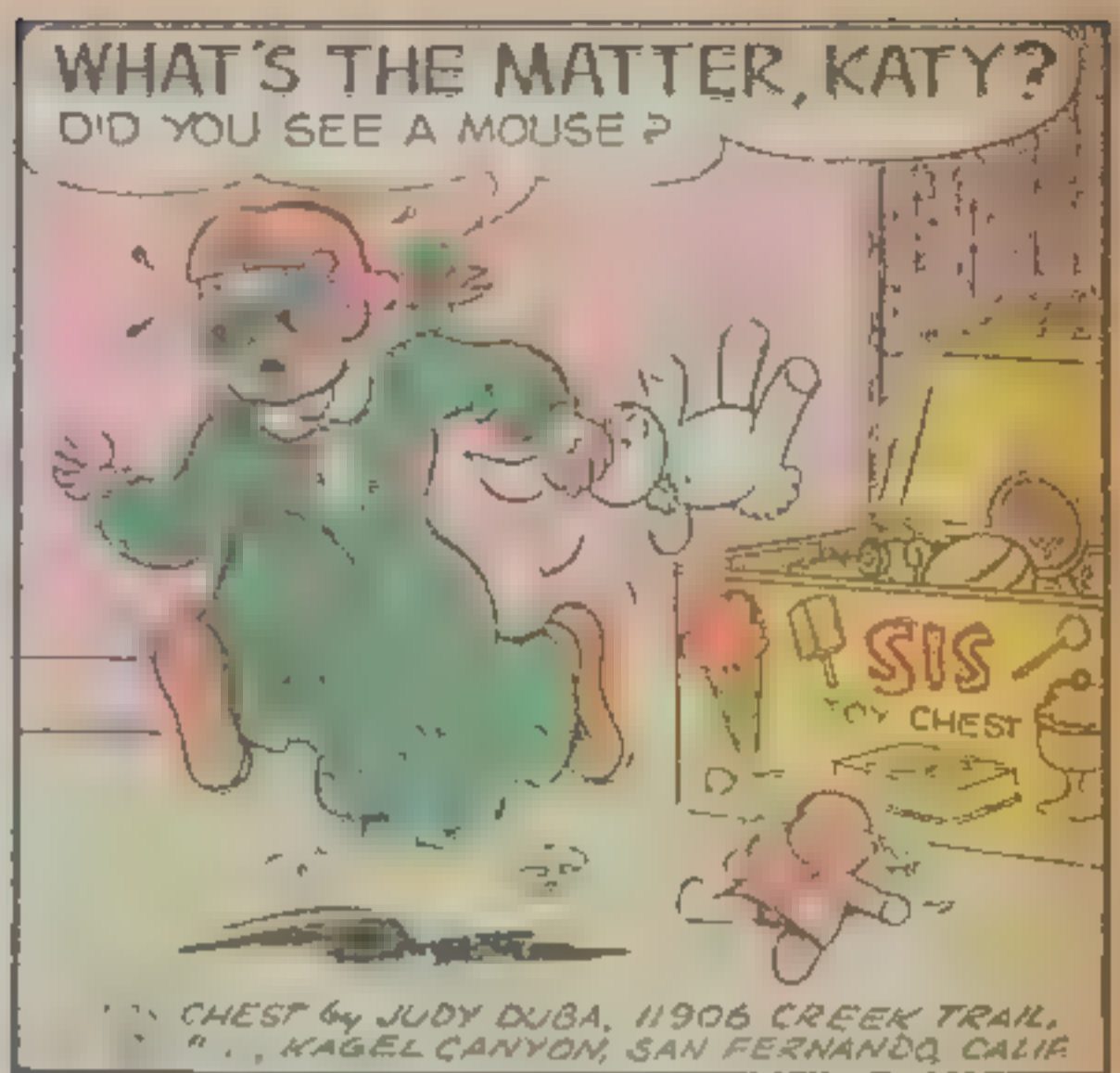


KATY'S HEART PLAY SUIT by WOODWARD, RT #1, CEDAR, MINNESOTA

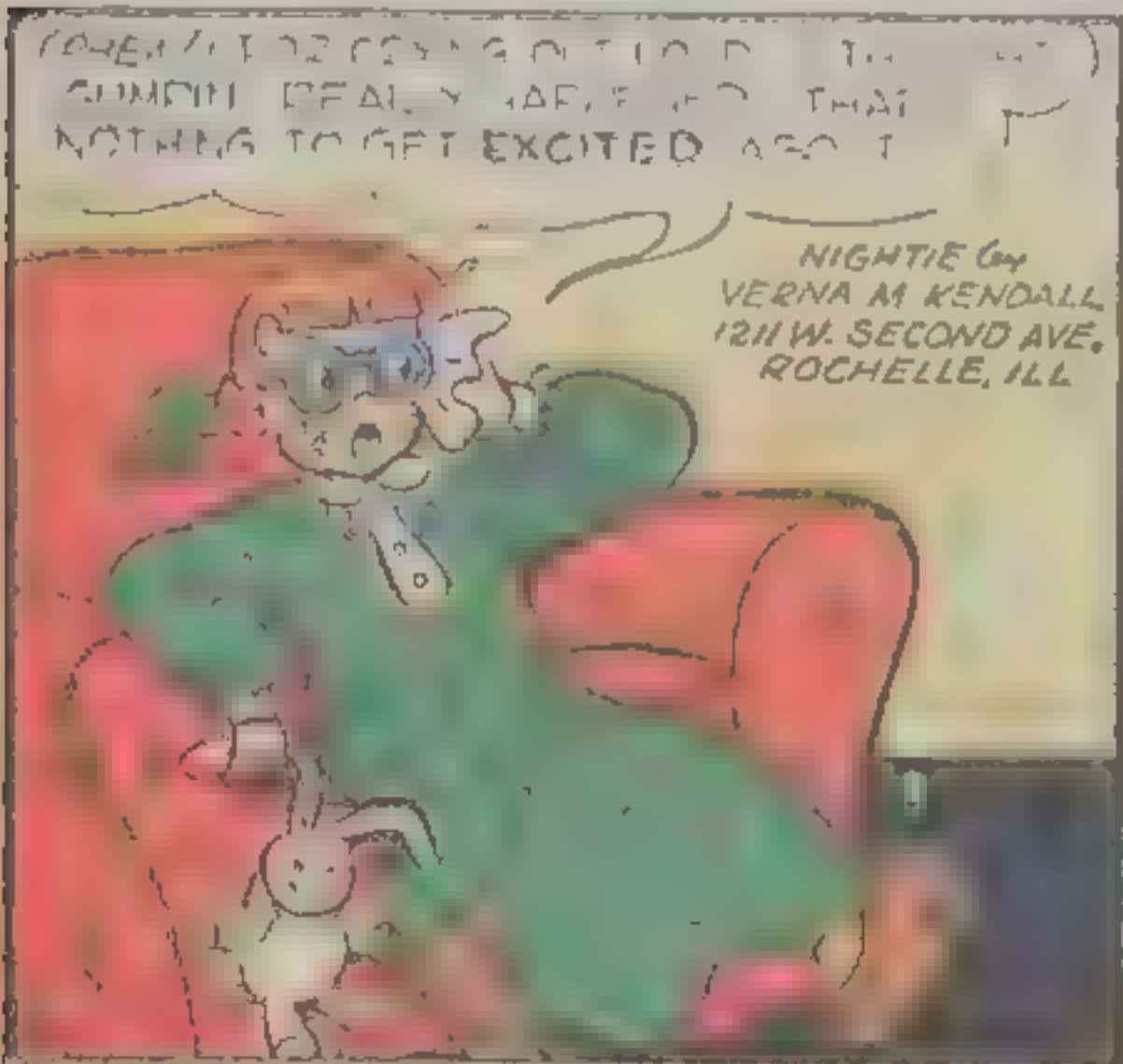
SAVE THIS PIN-UP OF KATY FOR YOUR COLLECTION! DON'T FORGET KATY APPEARS IN HER OWN MAGAZINE PLUS DEP, WILBUR, LAUGH AND 5 2-COMIC BOOKS ALL NEW AND DIFFERENT STORIES! ALL ARCHIE COMIC PUBLICATIONS!



KATY'S ROBE AND POSE by LARRY NDM, 1939

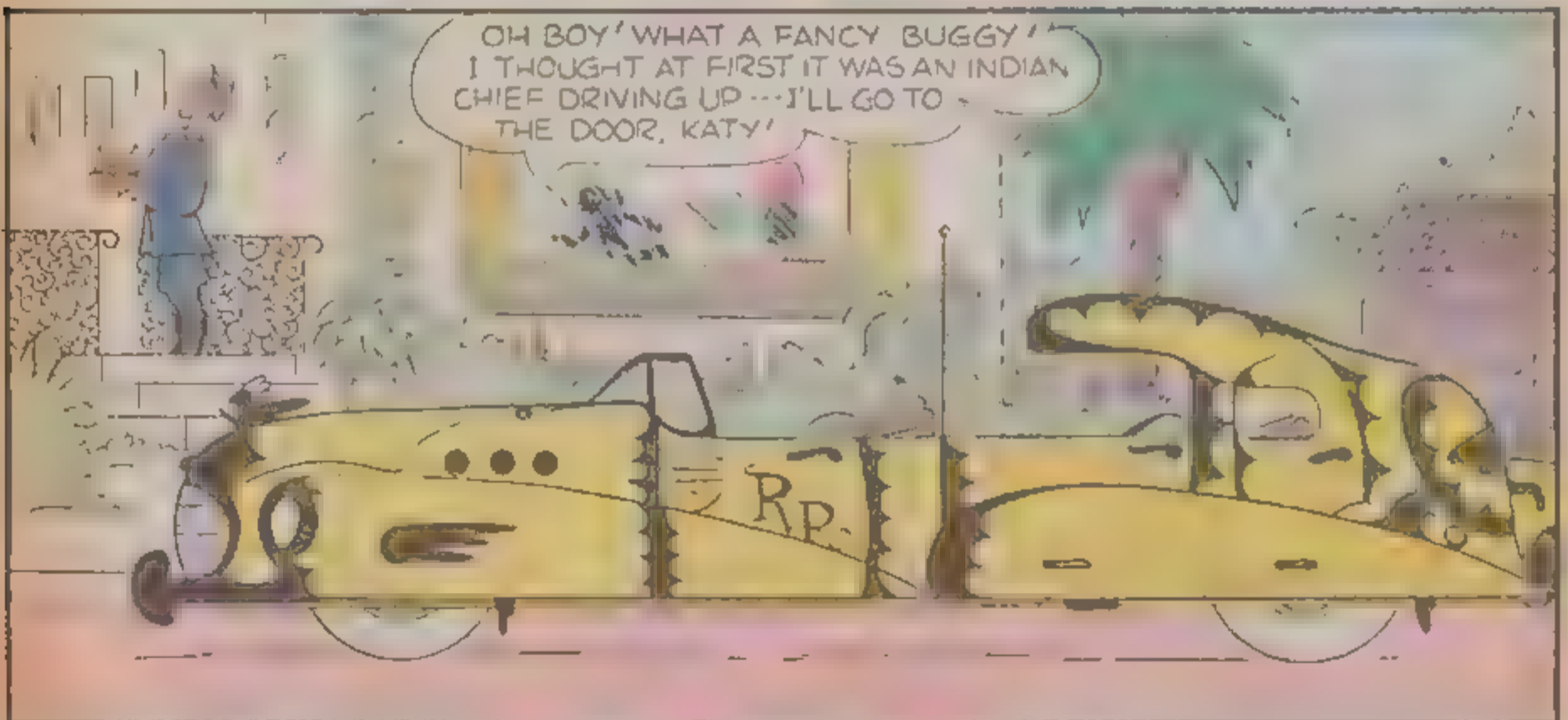


CHEST by JUDY DUBA, 11906 CREEK TRAIL, KAGEL CANYON, SAN FERNANDO, CALIF.



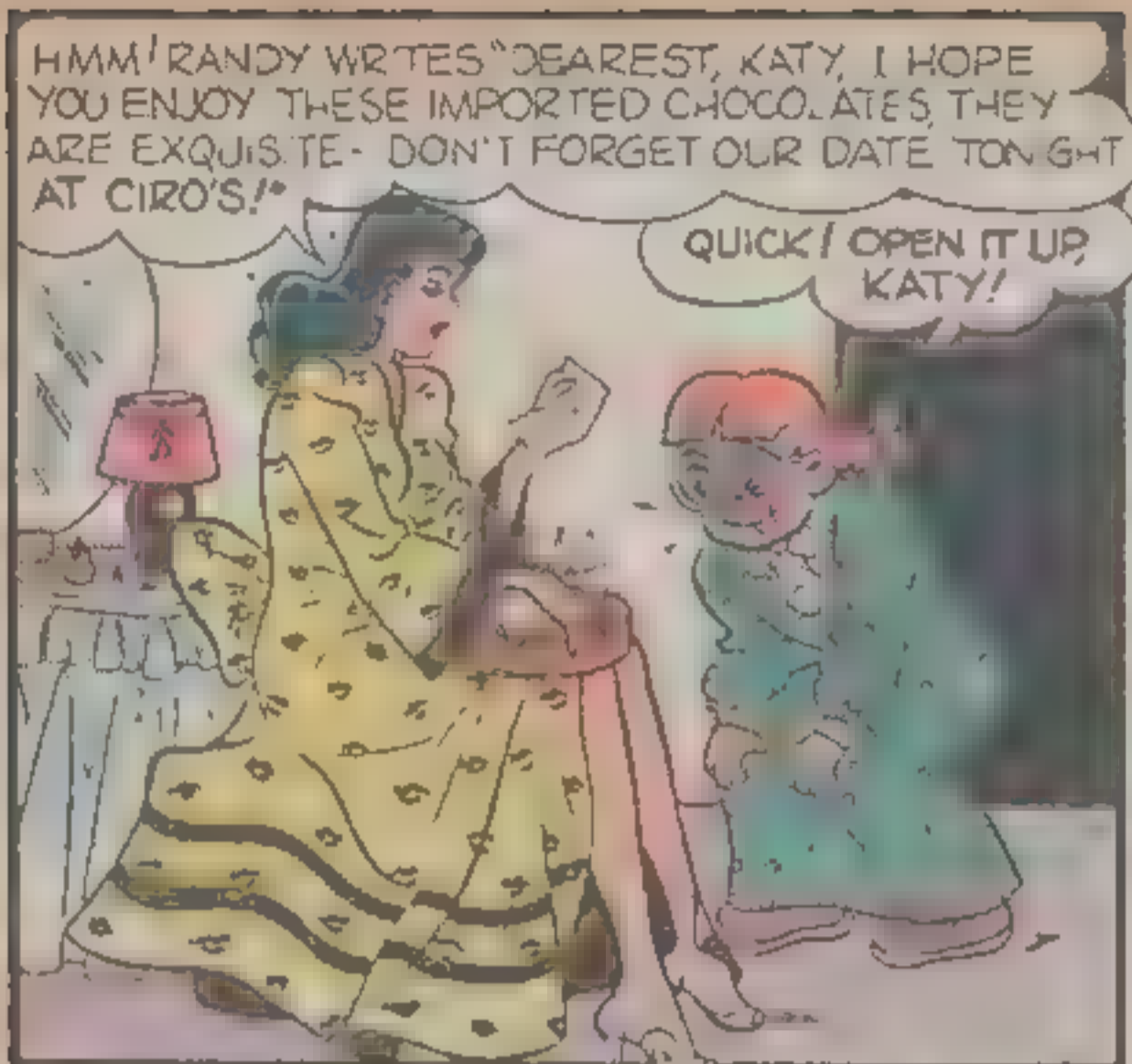
NIGHTIE by VERA M KENDALL, 1211 W. SECOND AVE., ROCHELLE, ILL.





RANDY'S - THE NAME OF THE MAN WHO'S IN THE CAR - HE'S THE ONE WHO'S DELIVERING THE PACKAGE



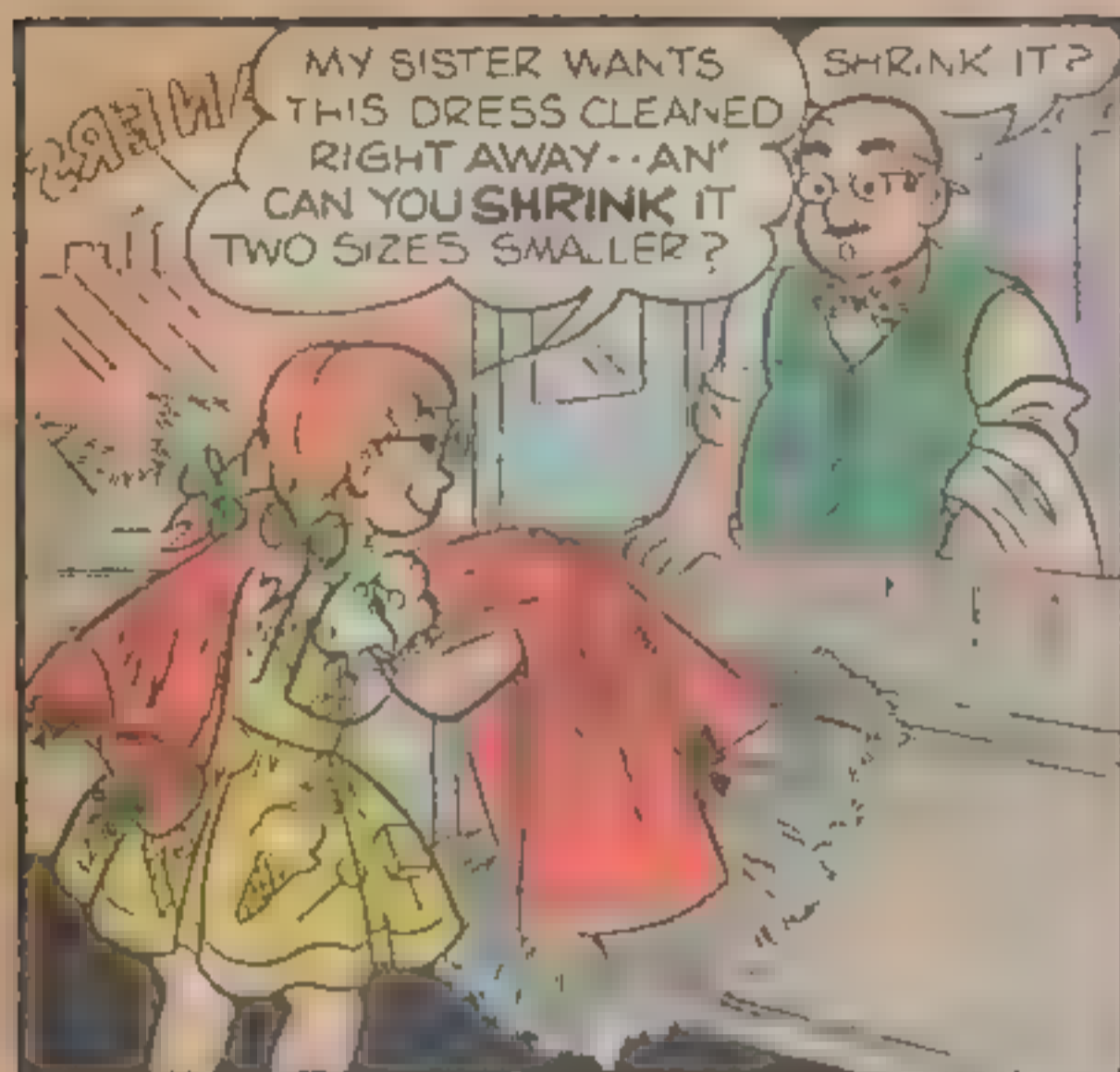


POLKA DOT GOWN BY LUCILLE MCKLAS 516 RIGA PLACE EAST CHICAGO INDIANA



GOWN BY SHIRLEY BYUS 1205 W BERRY FORT WAYNE INDIANA, AGE 14



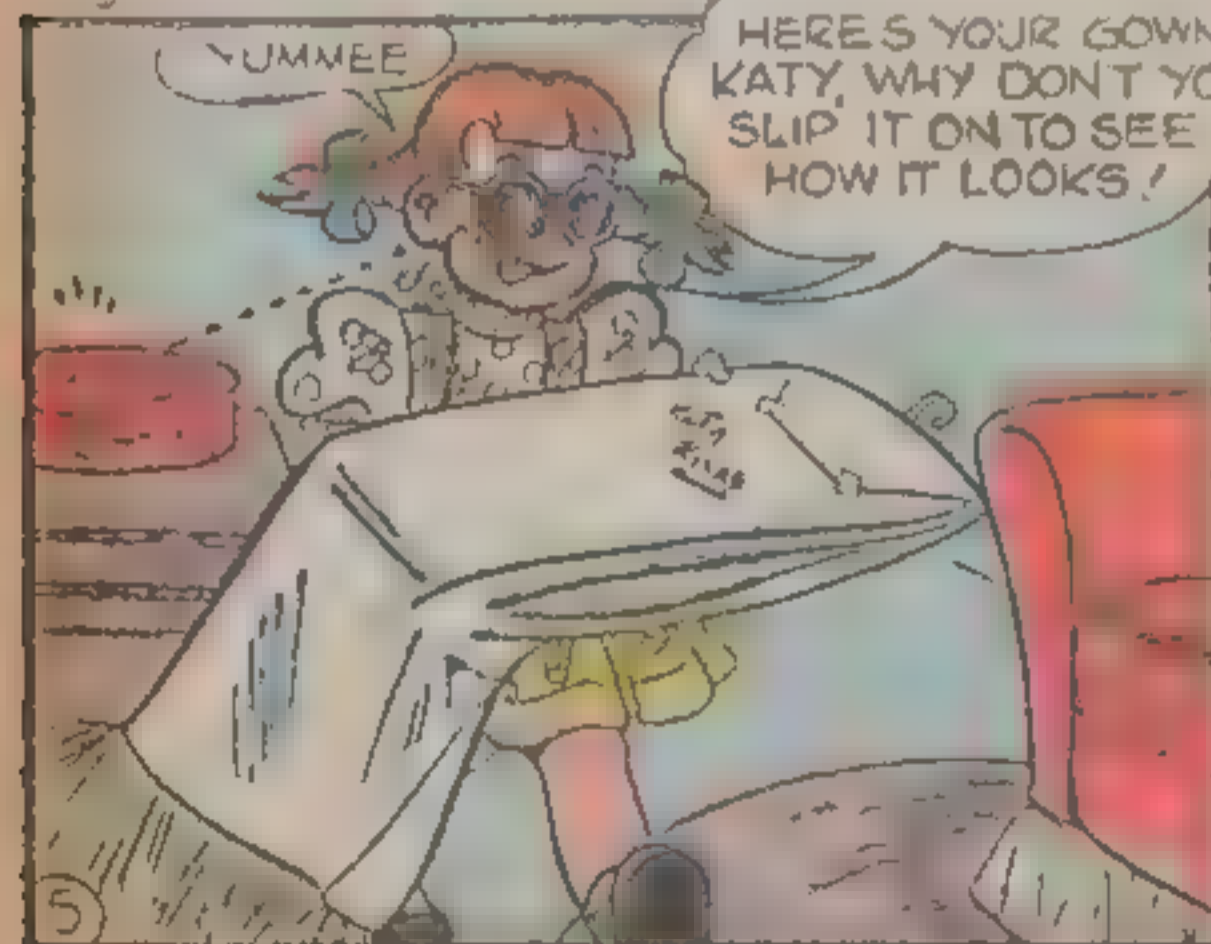


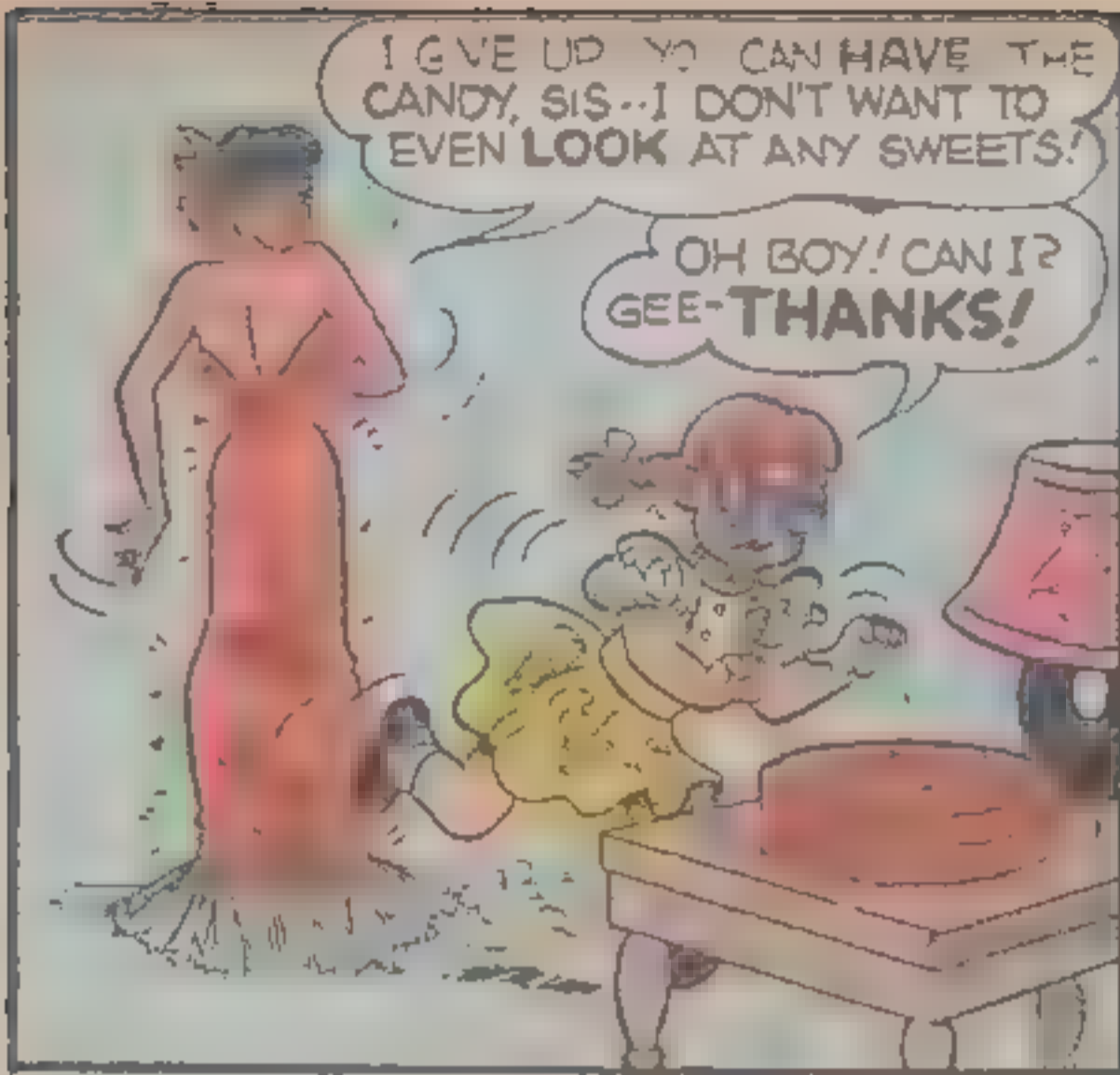
CANDY DRESS ON S.S. by SANDY WEBER 111 MAINE RD. BRUNSWICK, N.H. 03815 (AGE 21)



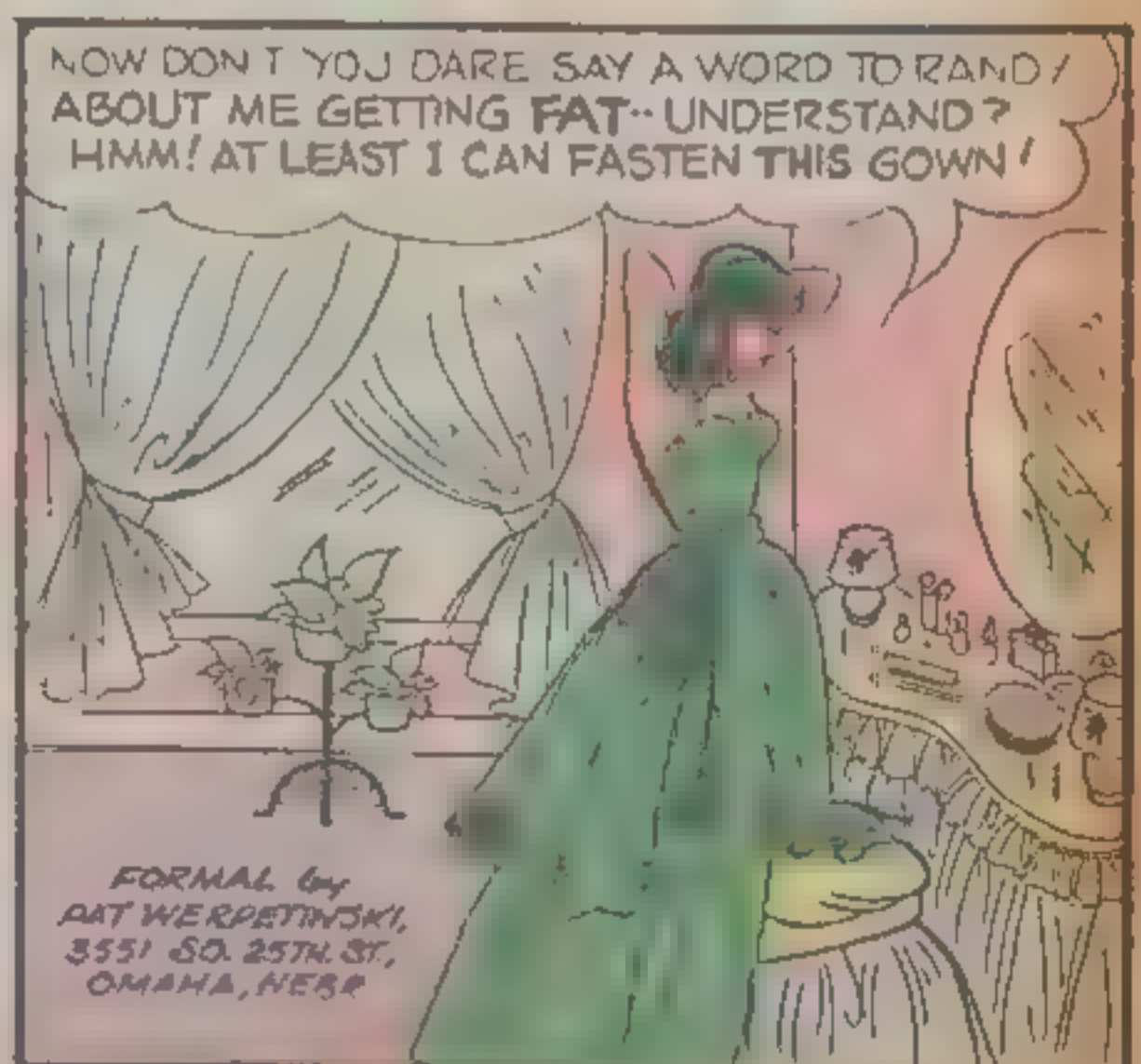
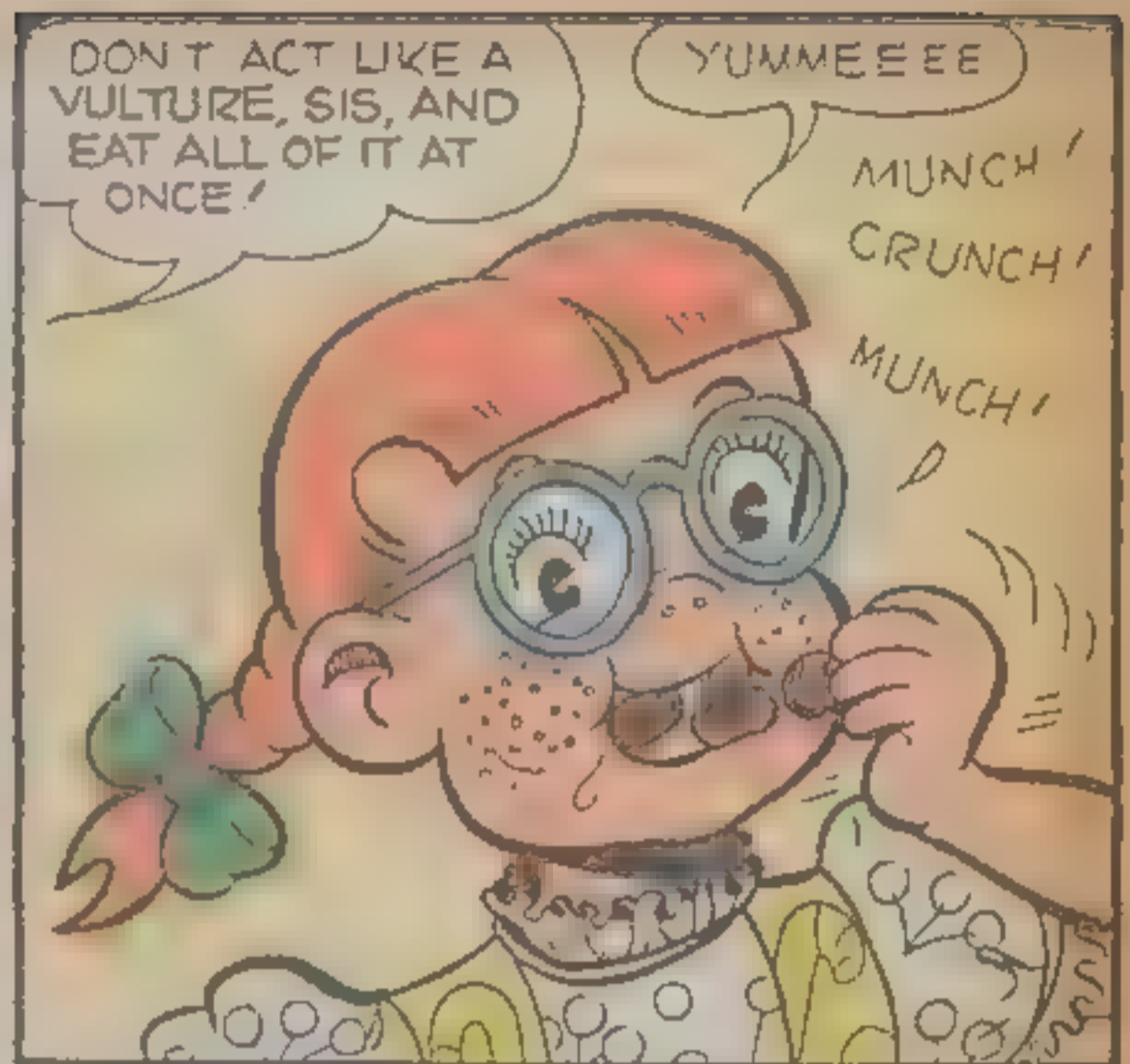
HAND BAG by ALYSSA F. NA. 10122 MT. VERNON

And so Sis picks up Katy's gown and returns with it... a gleam still in her eye for the imported chocolates...

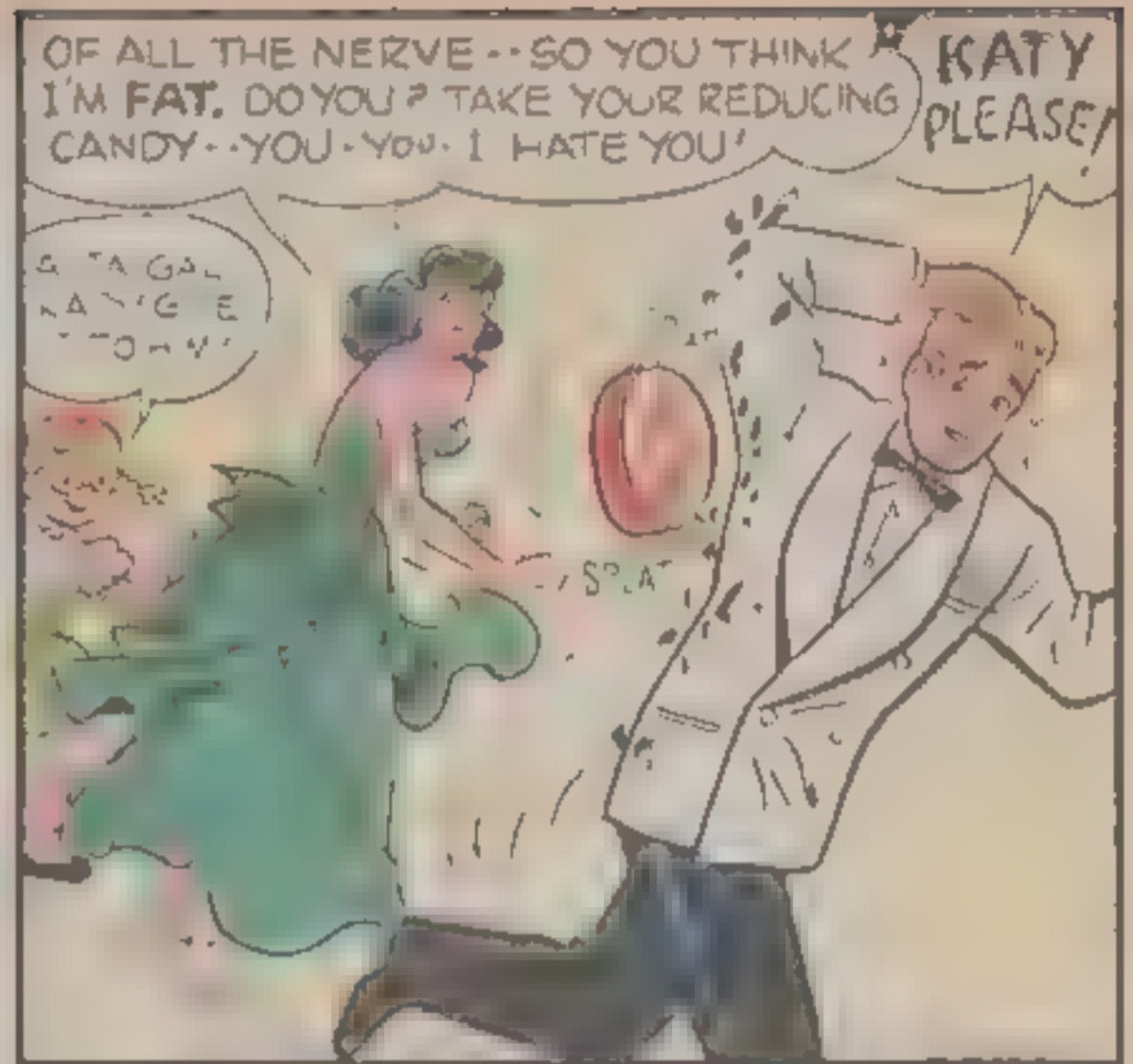
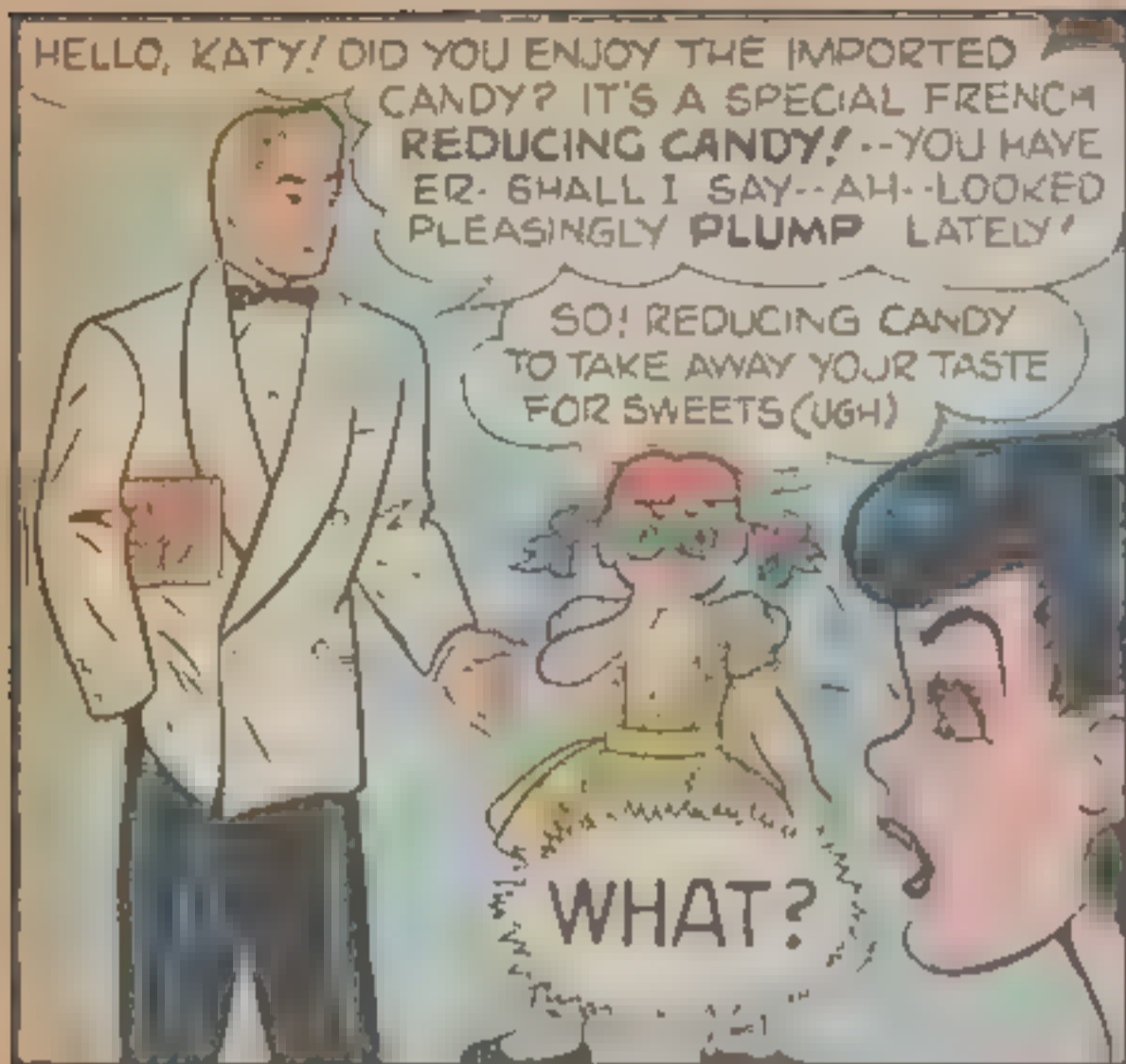




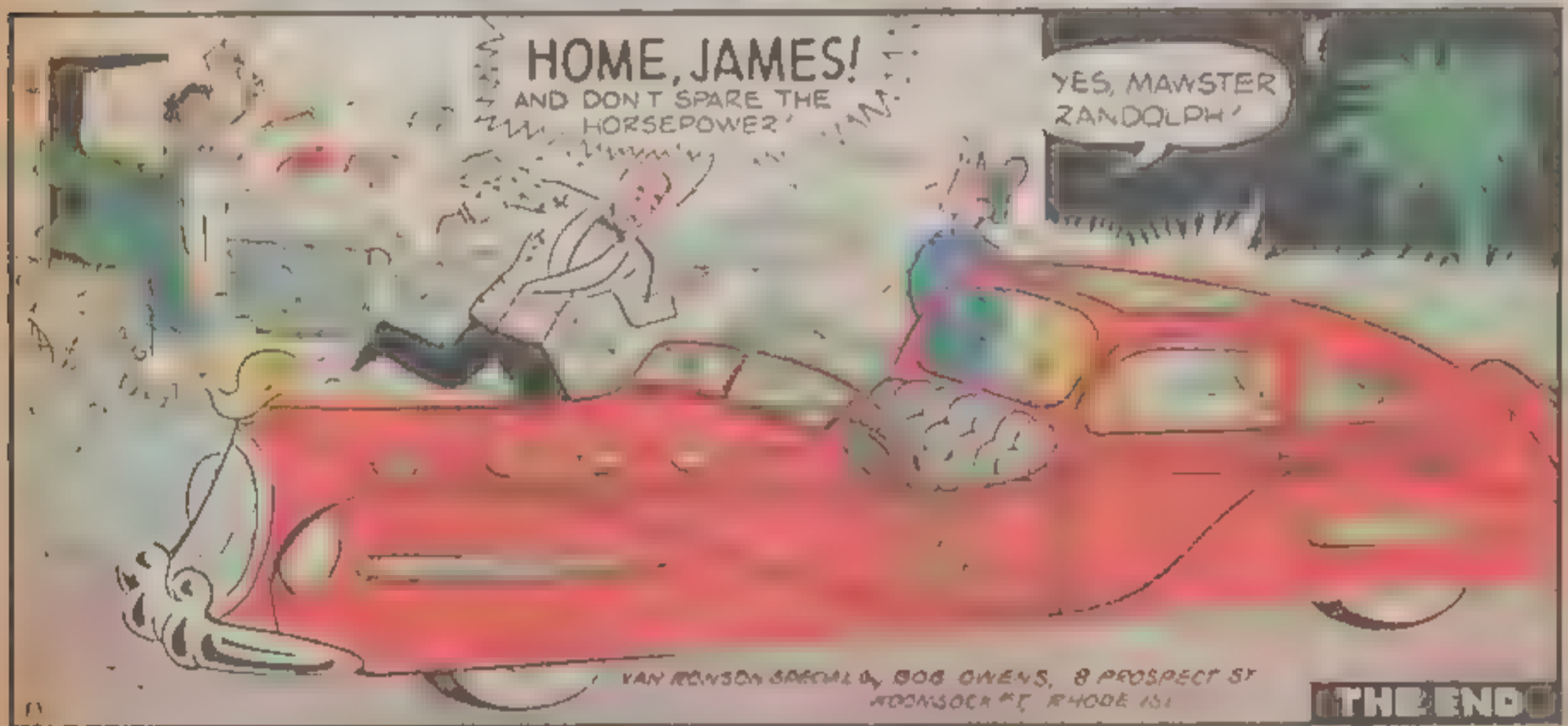
CANDY DRESS QLS 5 1/2 SANDY WESSER MAINE RT BROOKLAND NJ AGE 12



FORMAL by  
PAT WERPETHYNSKI,  
3551 SO. 25TH ST.,  
OMAHA, NEBR



RANDY'S OUTFIT BY SUZANNE E SENBERG 2909 CLEMENTS ST. 2ND FLOOR NEW YORK, N.Y. 10027



**THINK** OF HOW MUCH FUN YOU CAN HAVE!

**THINK** OF ALL THE HOUR-LONG LAUGHS YOU CAN HAVE!

**THINK ABOUT IT AND YOU'LL BUY...**

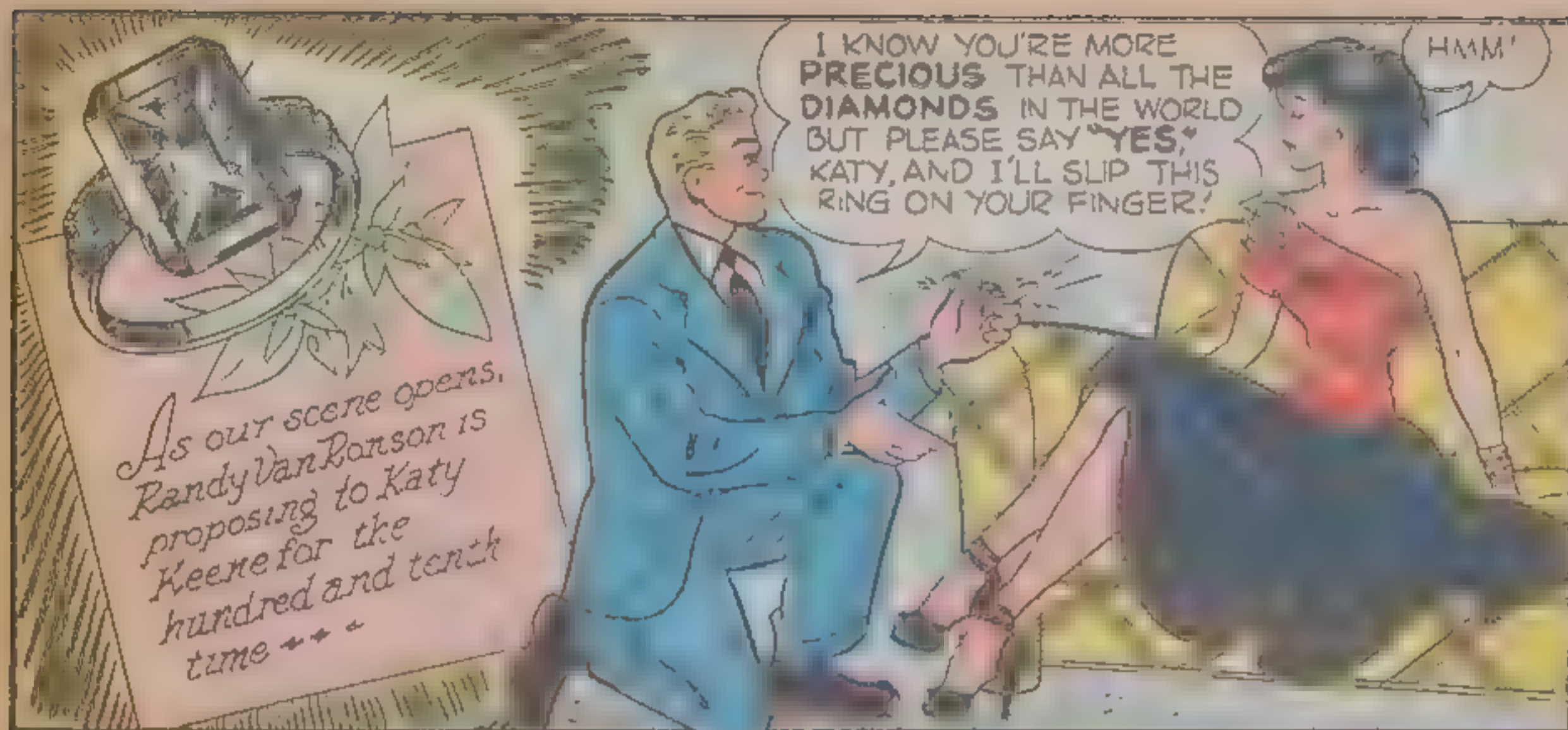
**Laugh**

# KATY KEENE

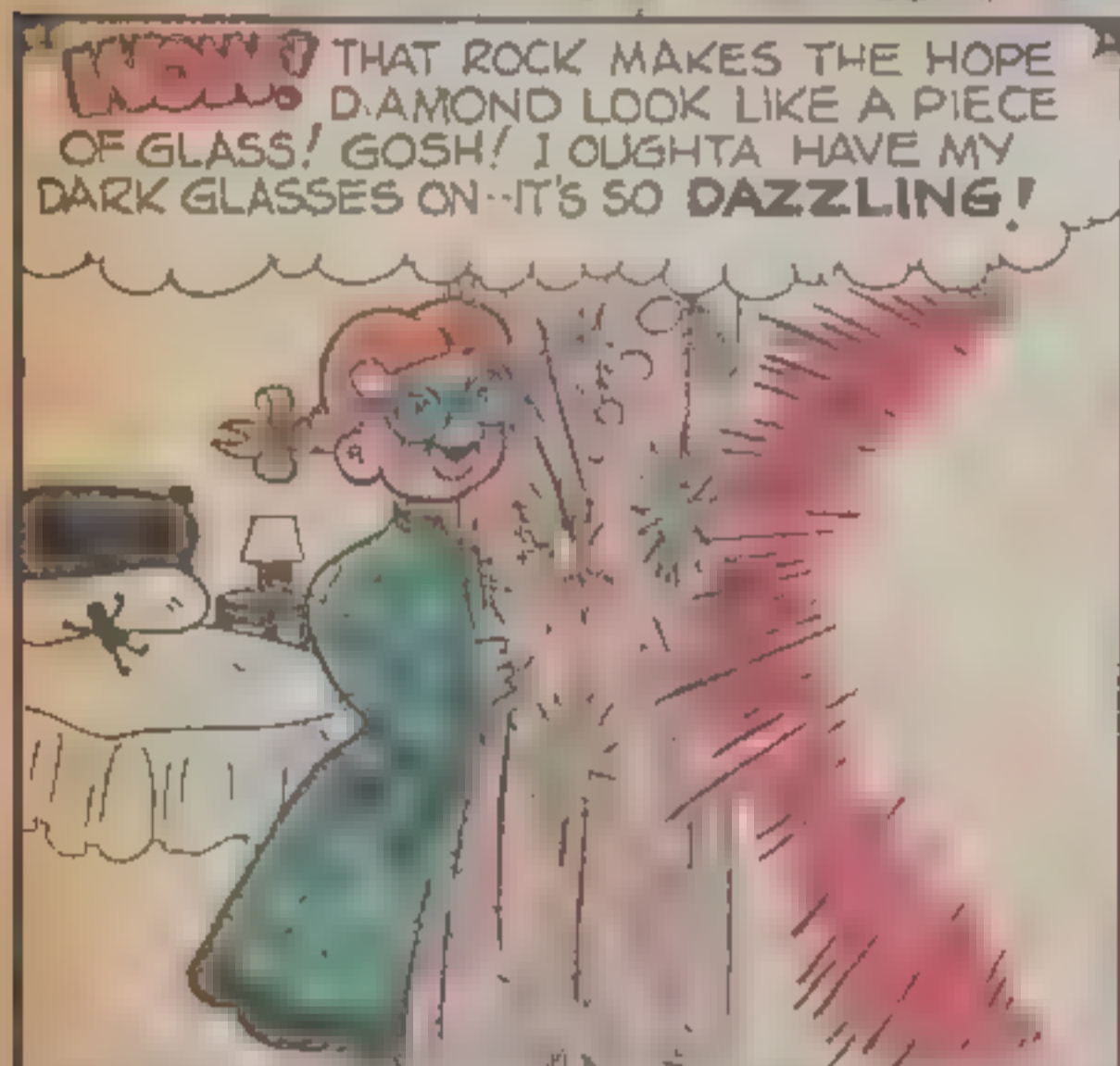
By  
Bill WOGGON



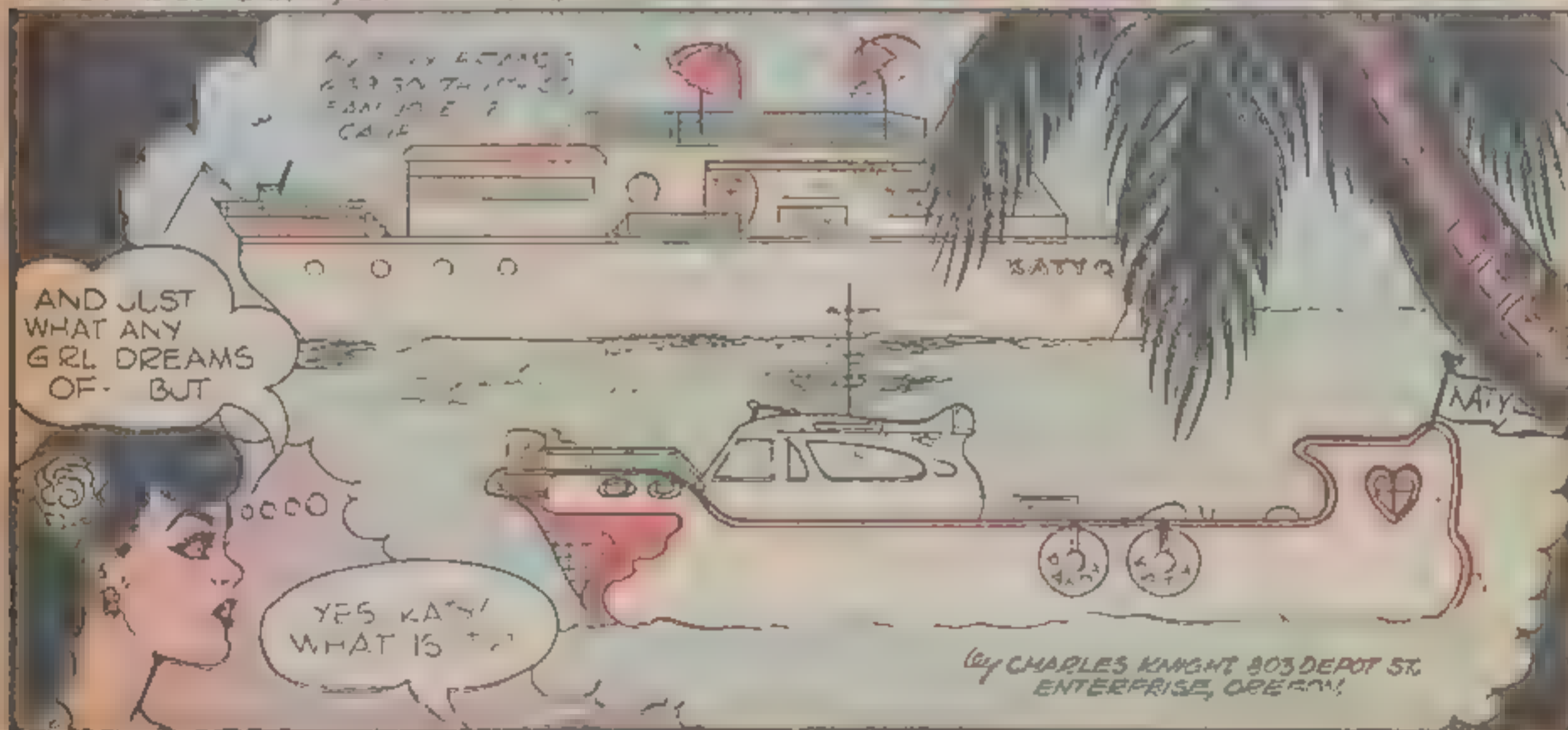
HAIR STYLE AND EARRING DESIGNED BY KAYE HADLEY, P.O. BOX 1345, PORTERVILLE, CALIF.  
SAVE THIS PIN UP OF KATY FOR YOUR COLLECTION! START A KATY KEENE FAN CLUB IN YOUR NEIGHBORHOOD!  
DON'T MISS A SINGLE STORY OF KATY IN HER OWN BOOK PLUS DEB, WILBUR, LAUGH AND SUZIE COMIC BOOKS!!

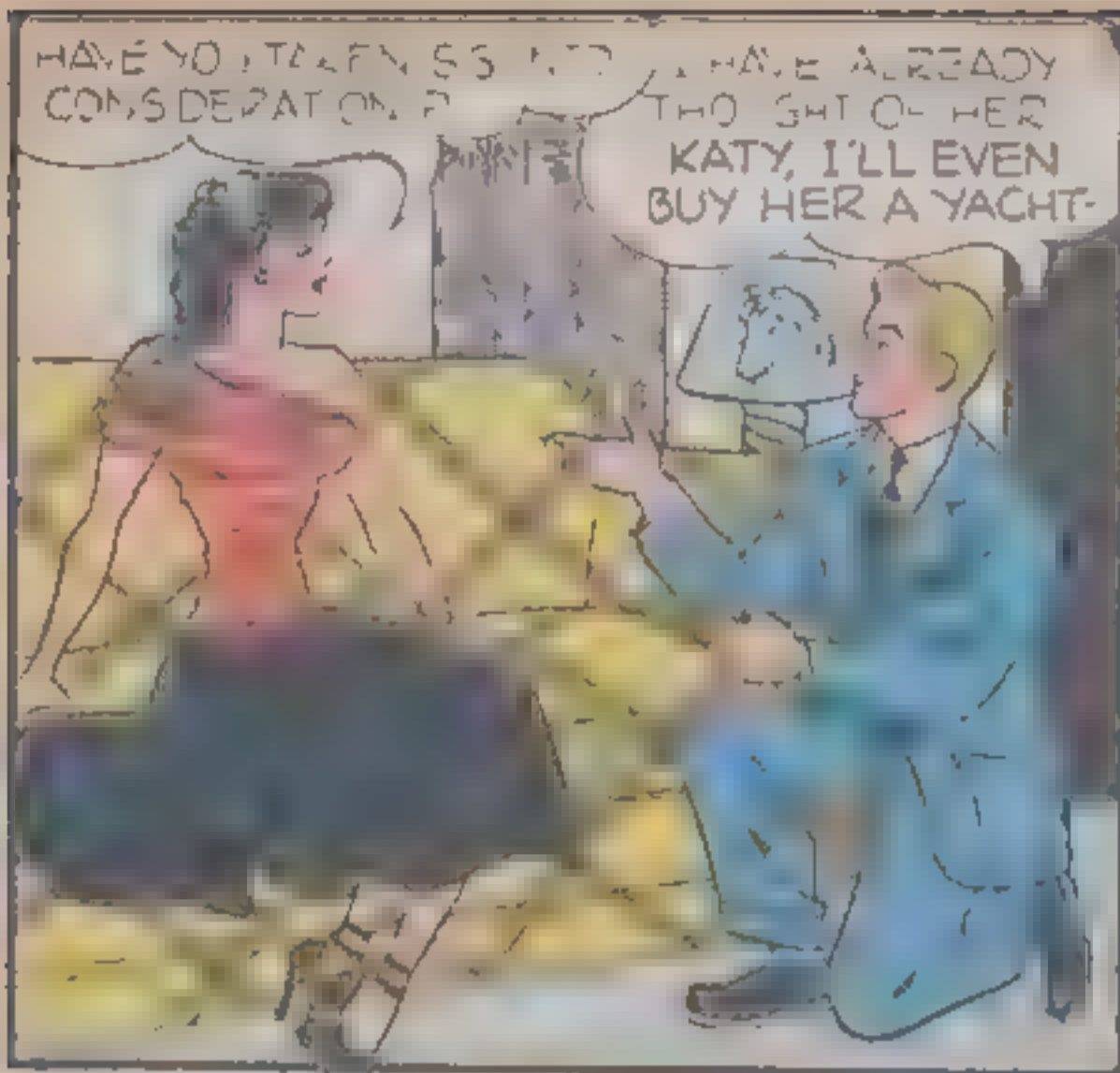


KATY'S BLOUSE + SHOES by LOUISE WEBER 28 HALBORV ST MANHATTAN 26 MASSACHUSETTS

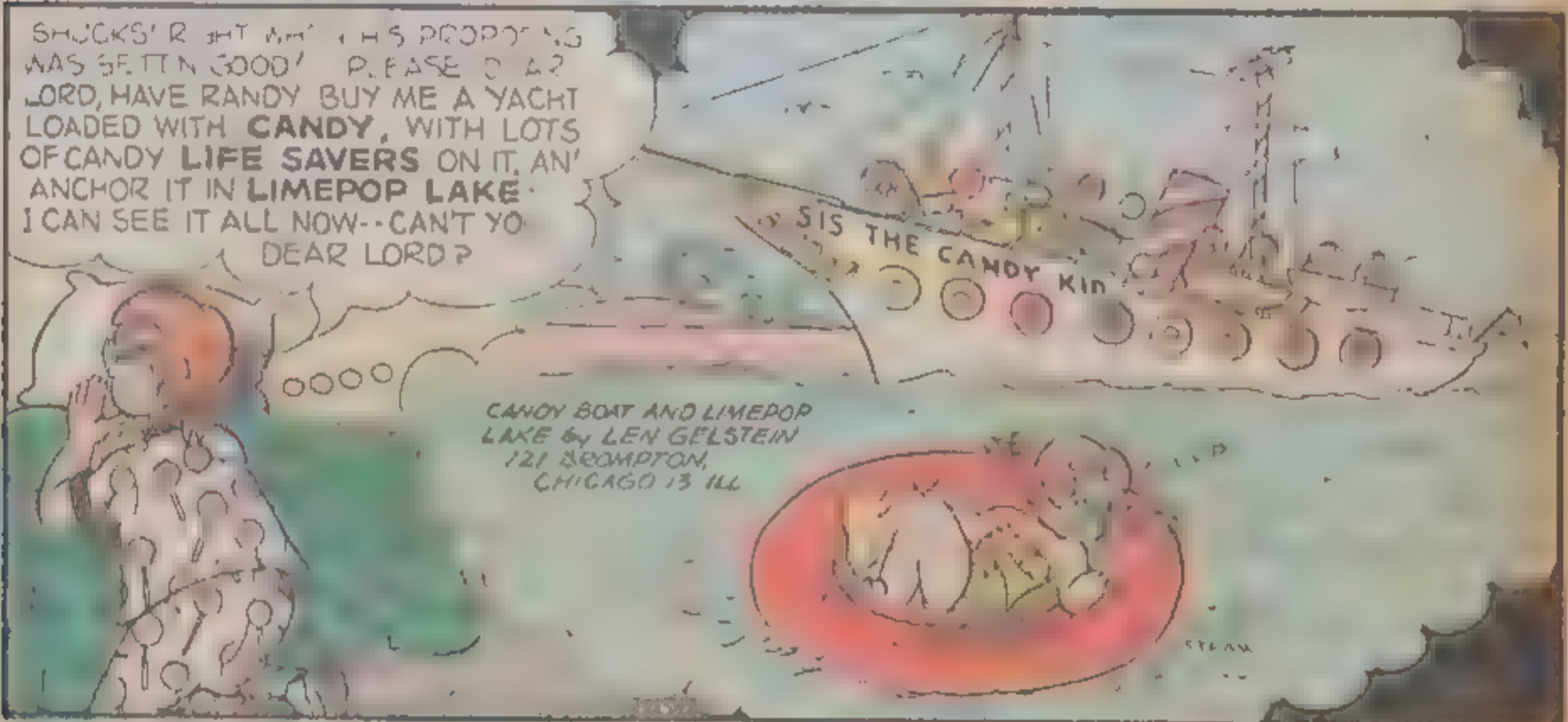


KATY'S HAIR + SKIRT by SUSAN WILDER 131 DOVER GREENWAY STEWART MANOR LONG ISLAND NEW YORK

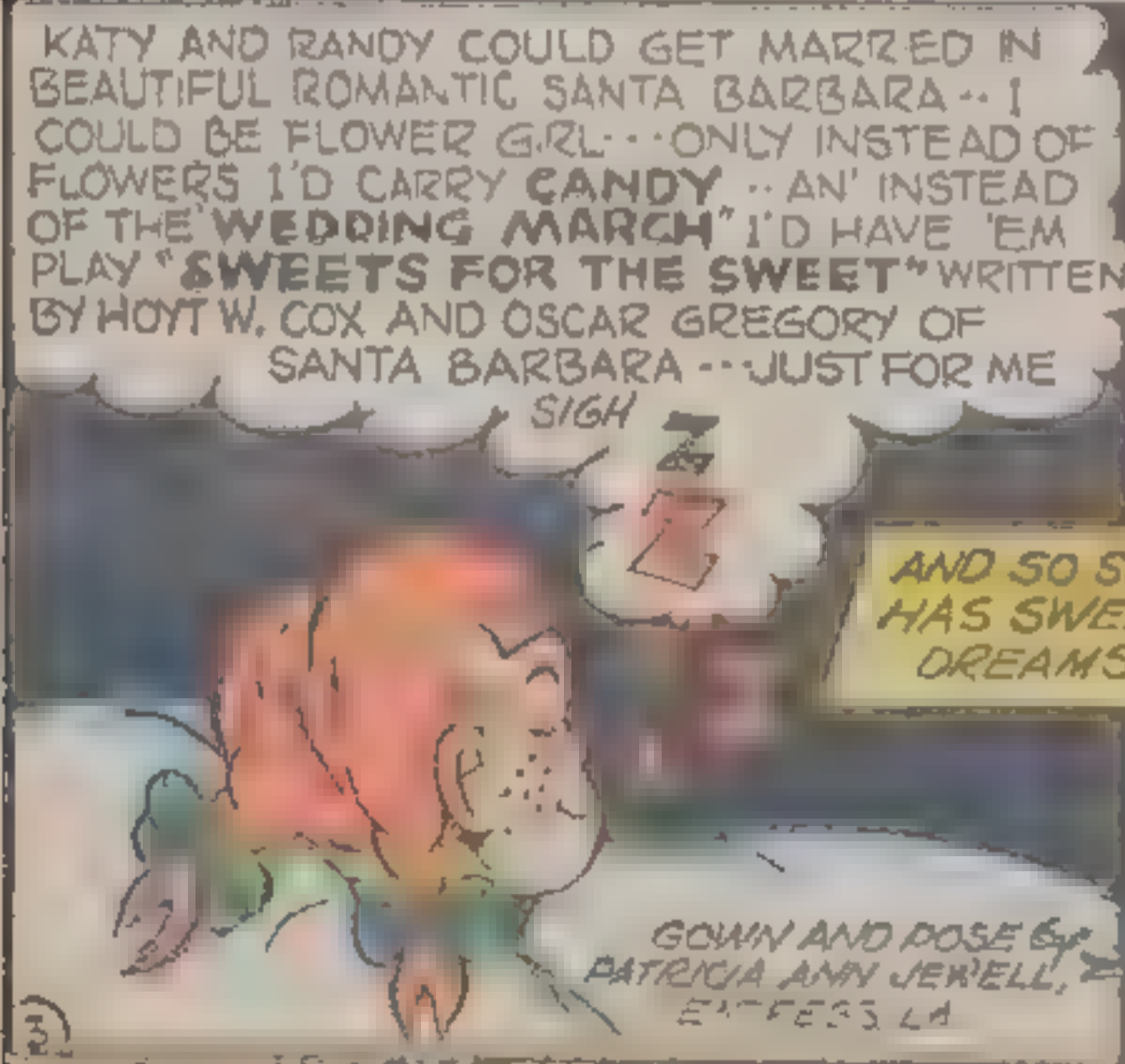


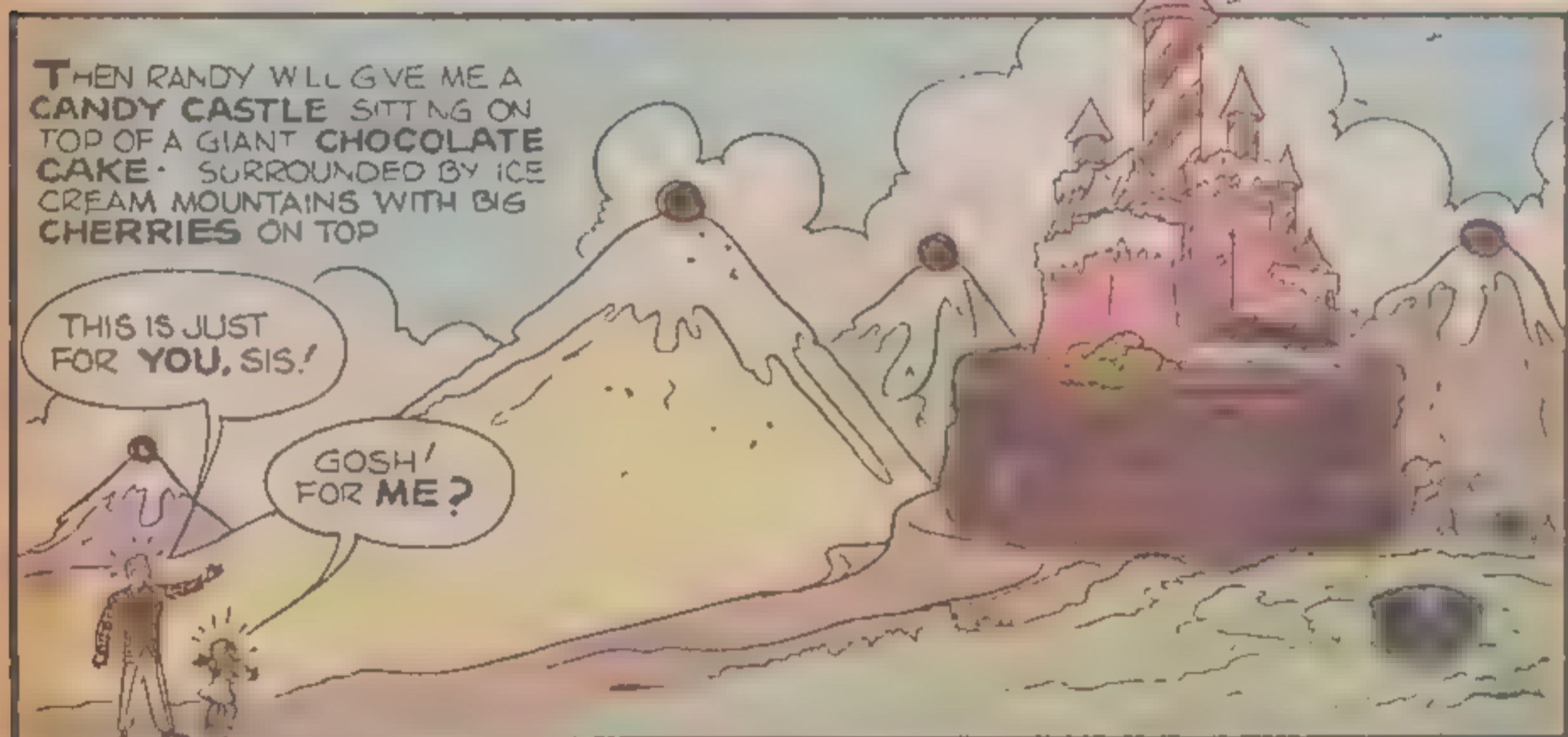
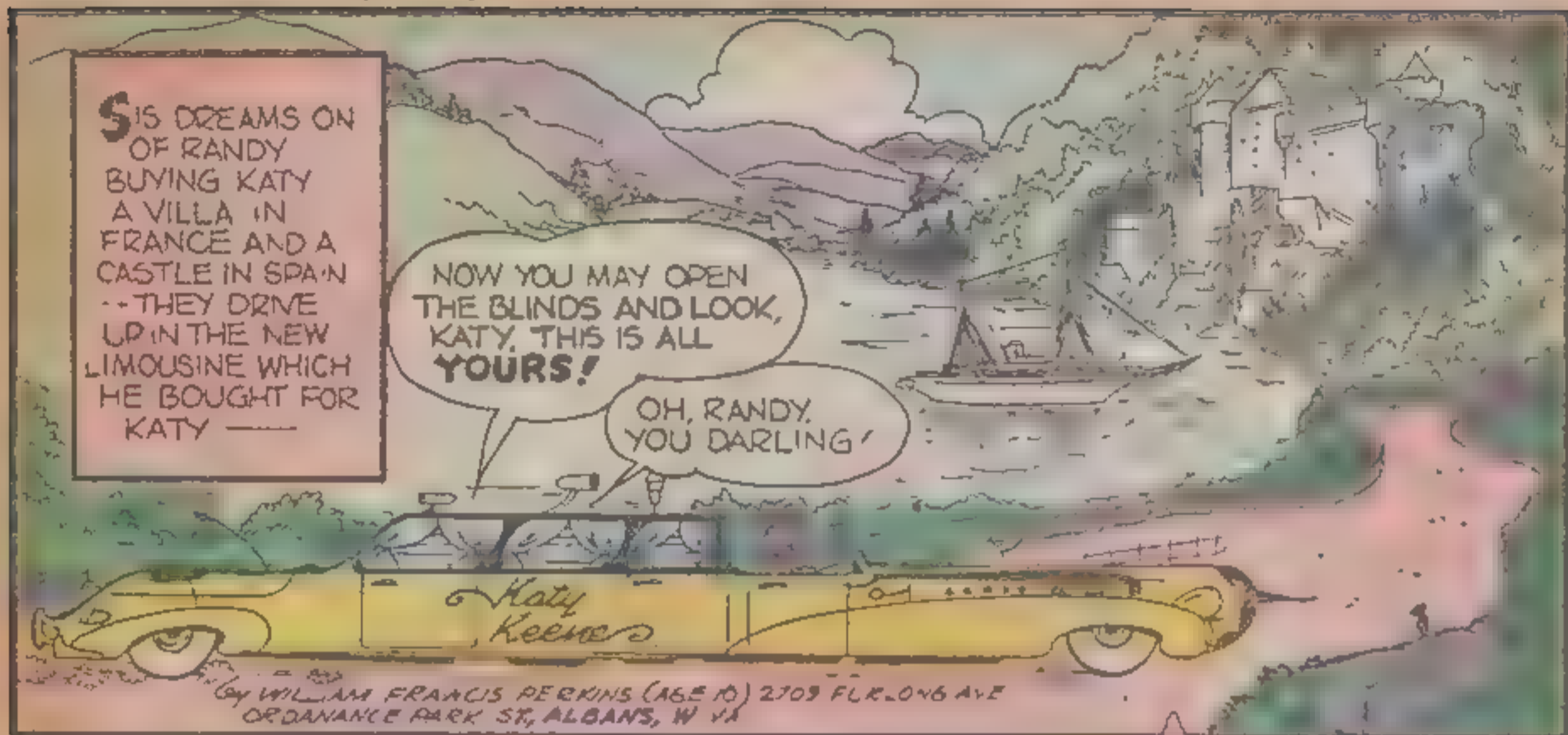


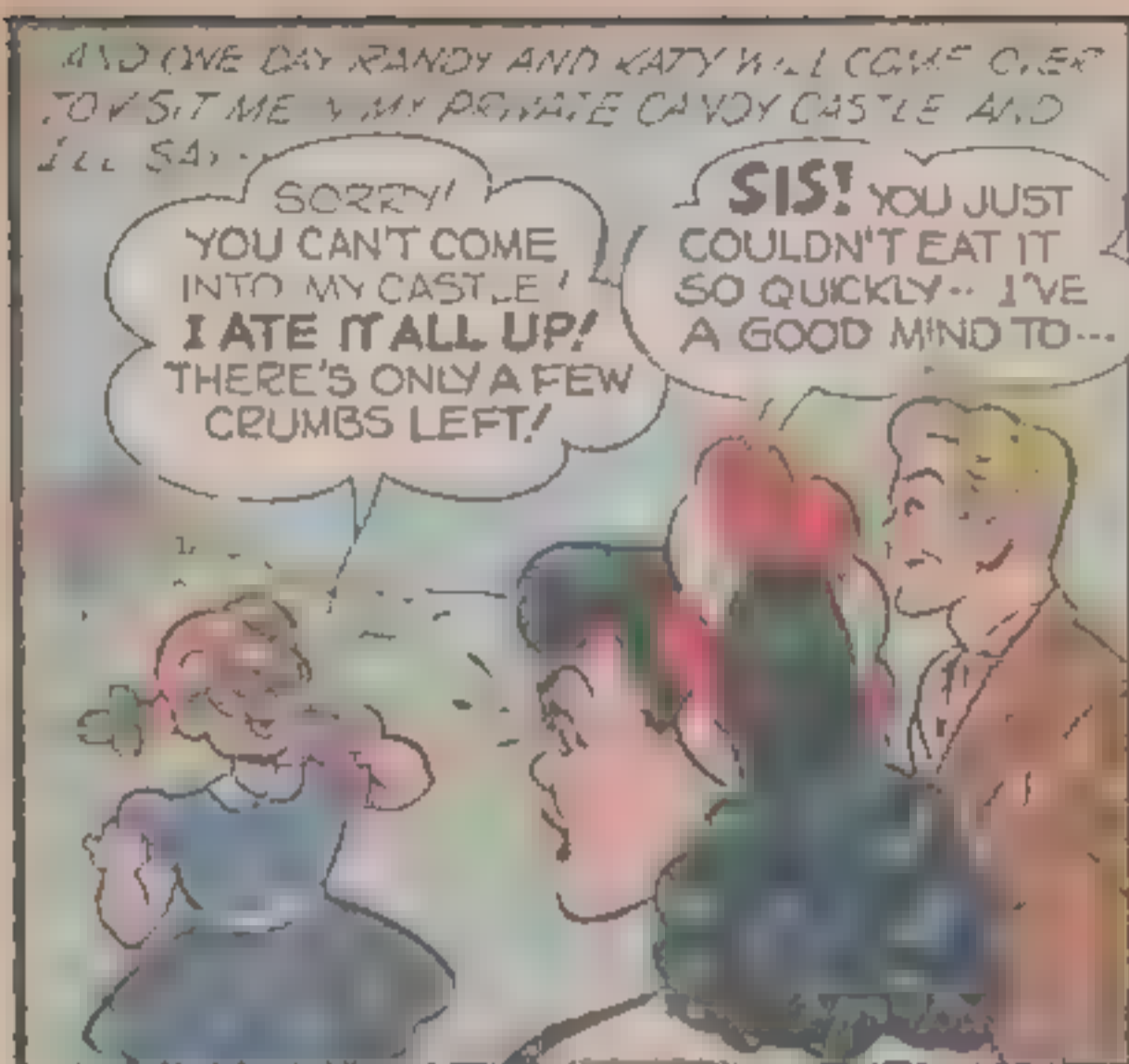
HEART ROSE ON 55 & LADA WOLF 87 - 77 ST QUEENS NY



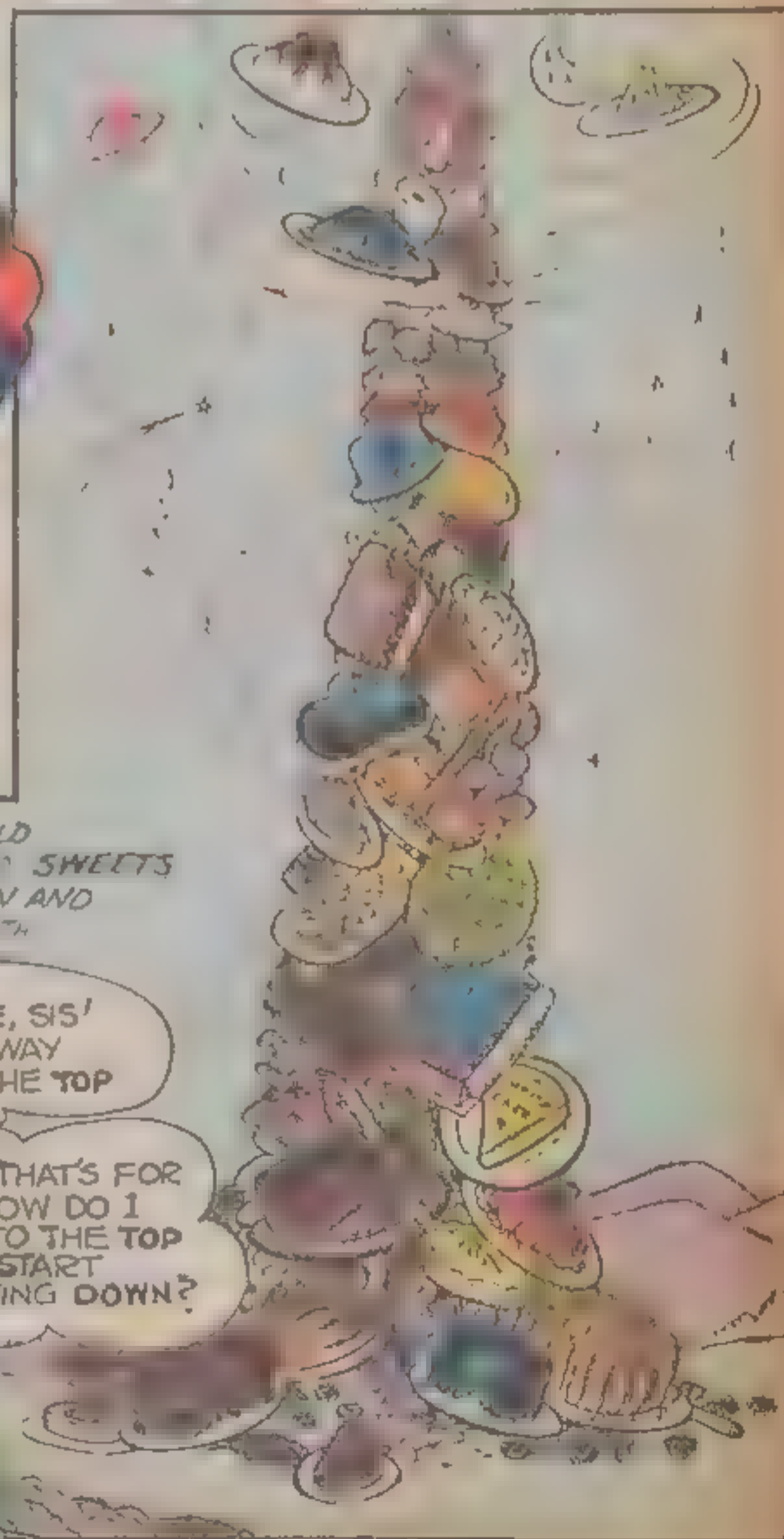
ALL FOR 2 1/2 HRS BY SCHLESINGER, 542 W CALHOUN, CHICAGO 13 ILL BARBARA DOWNE KANSAS CITY 4 MO



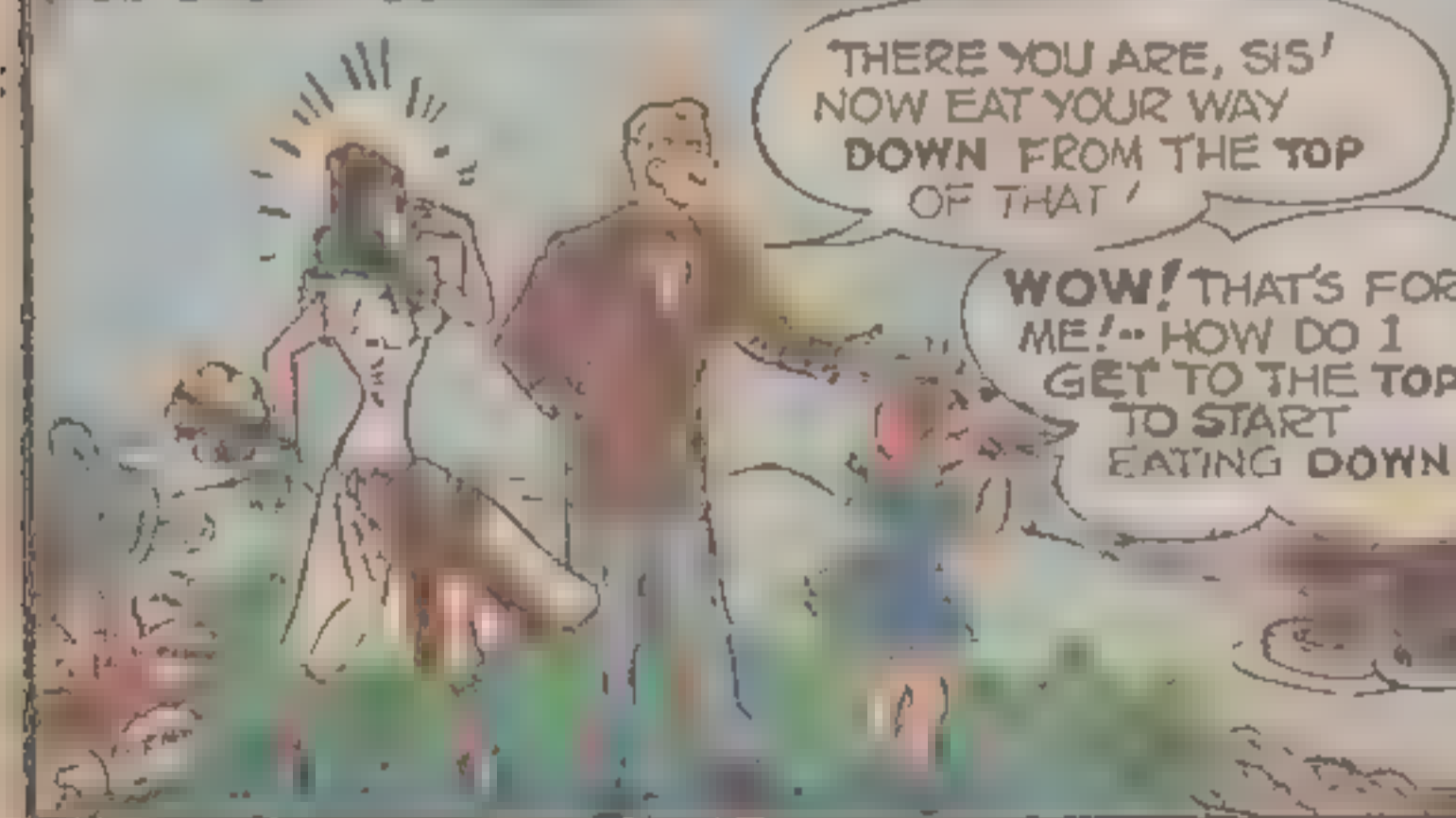




KATY'S DRESS ETC. BY TOMMY NELSON, 137 LAKE AVE., JEFFERSON, MISSOURI. ILLUSTRATED BY MISS A. RAYMOND HENDERSON'S HOSPITAL, ONE QUINCY ST., NEW YORK



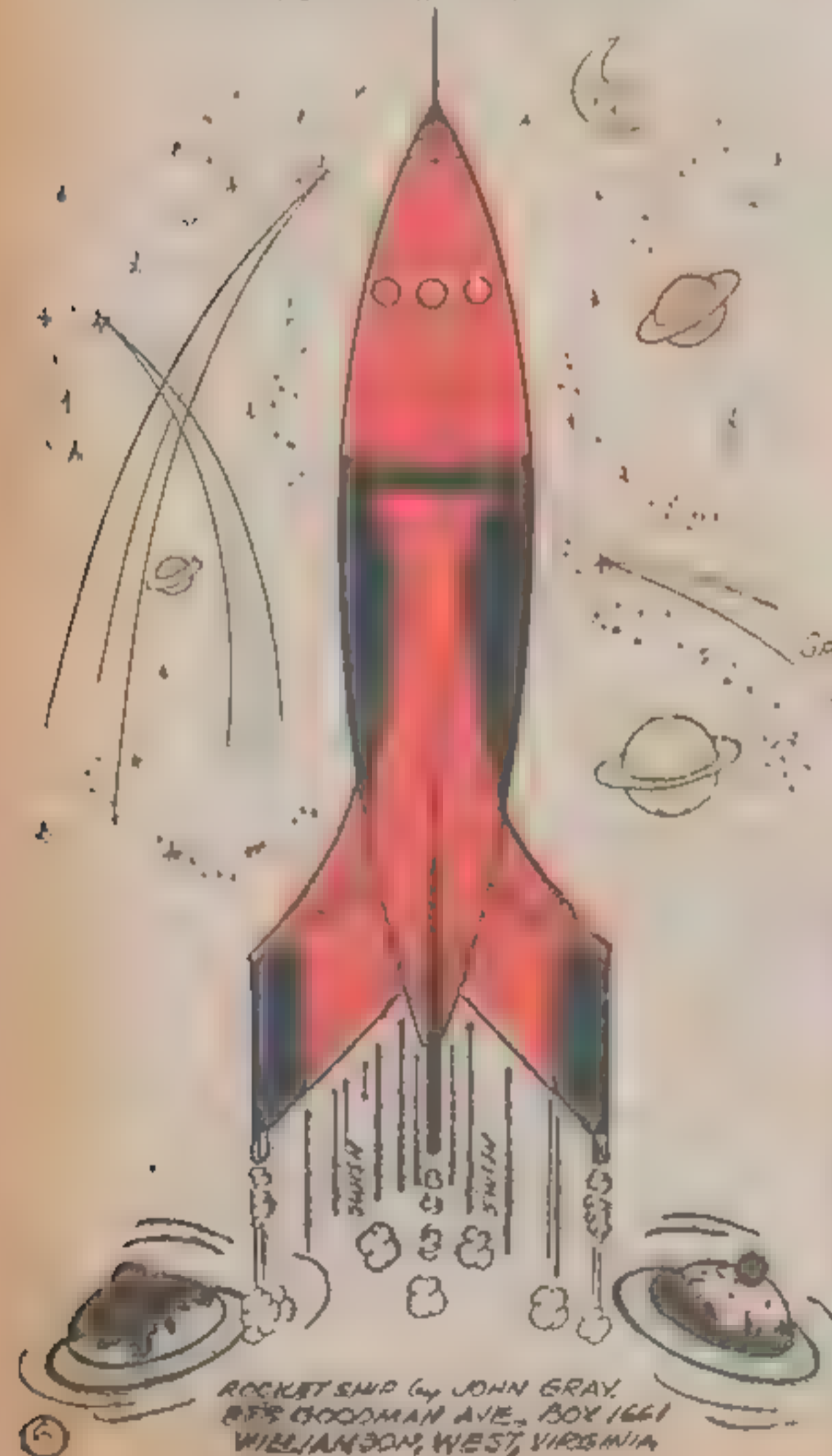
AND IT WAS A BIG SURPRISE--FOR LO AND BEHOLD IN THE CLOUDS WAS A HUGE CAKE OF CANDY AND SWEETS A MILLION MILES HIGH--IT REACHED THE MOON AND A COUPLE OF FLYING SAUCERS WERE THERE WITH ICE CREAM SUNDAES ON THEM!



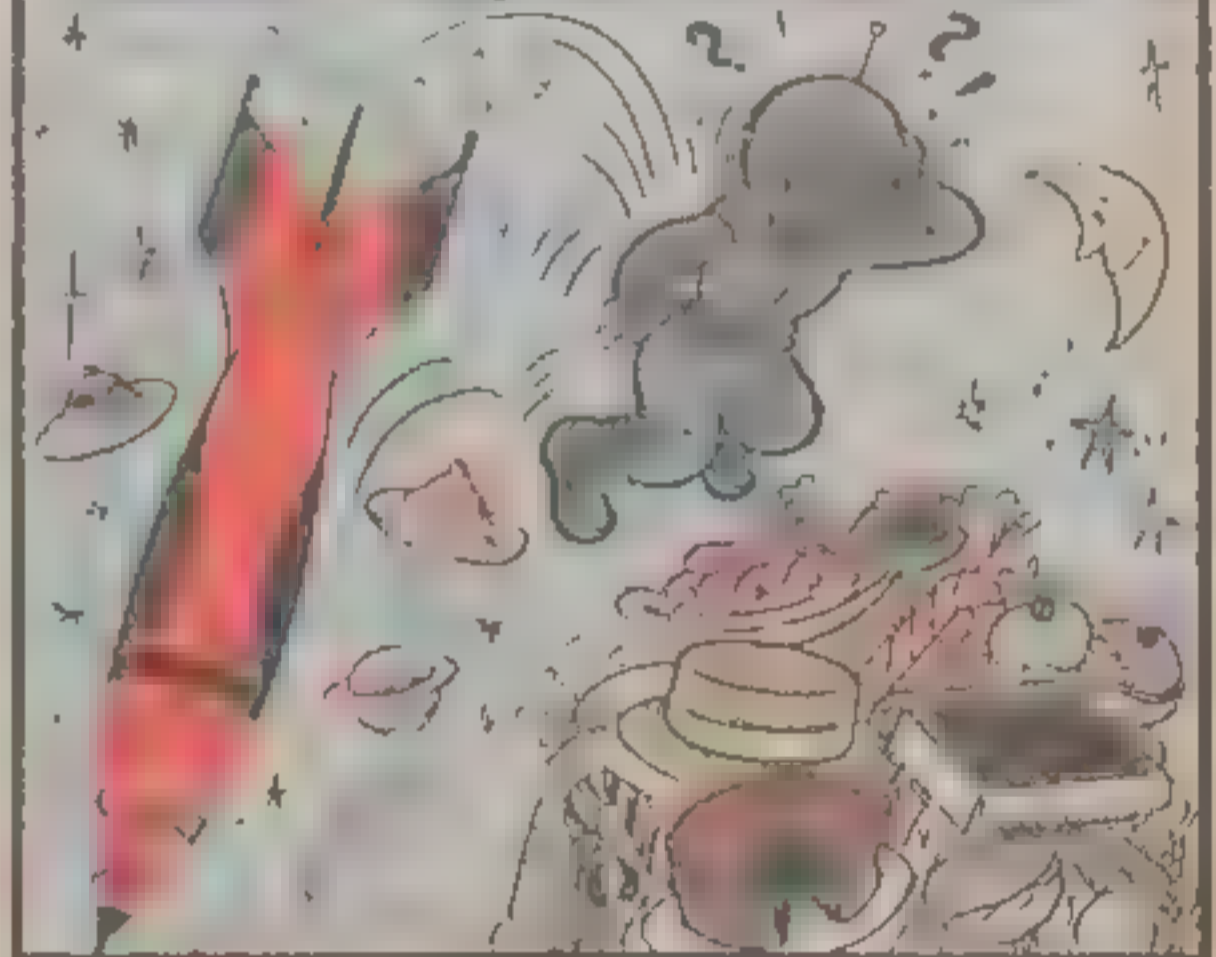


SIS'S DRESS by SHERYL MARSHALL (AGE 11) RT 3 BOX 430, BAKERFIELD, CALIFORNIA

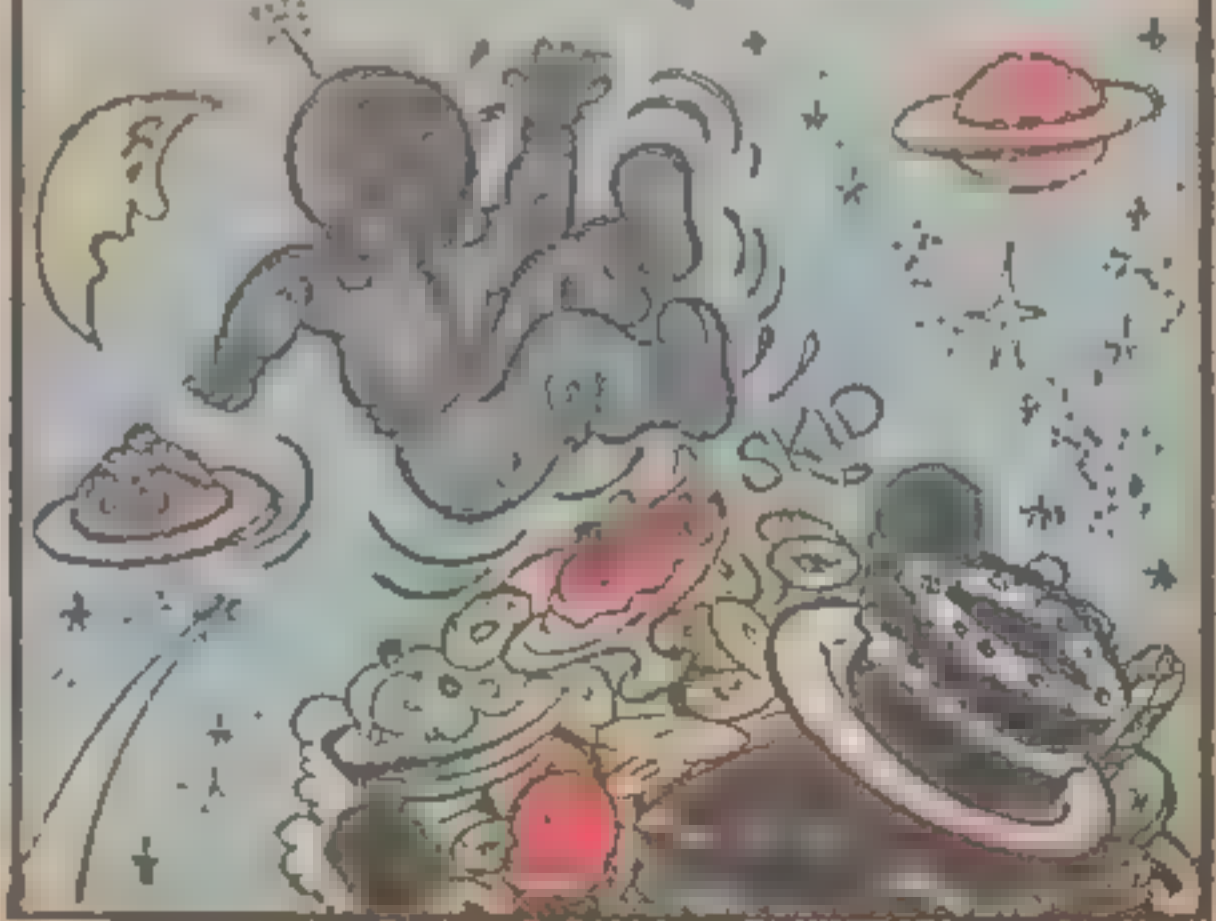
WE GOT IN RANDY'S ROCKET SHIP AND **ZOOM** WE STARTED UP. **UP-UP**. WE PASSED SOME OF THE FLYING SAUCERS LOADED WITH ICE CREAM ...IN NO TIME WE REACHED THE TOP



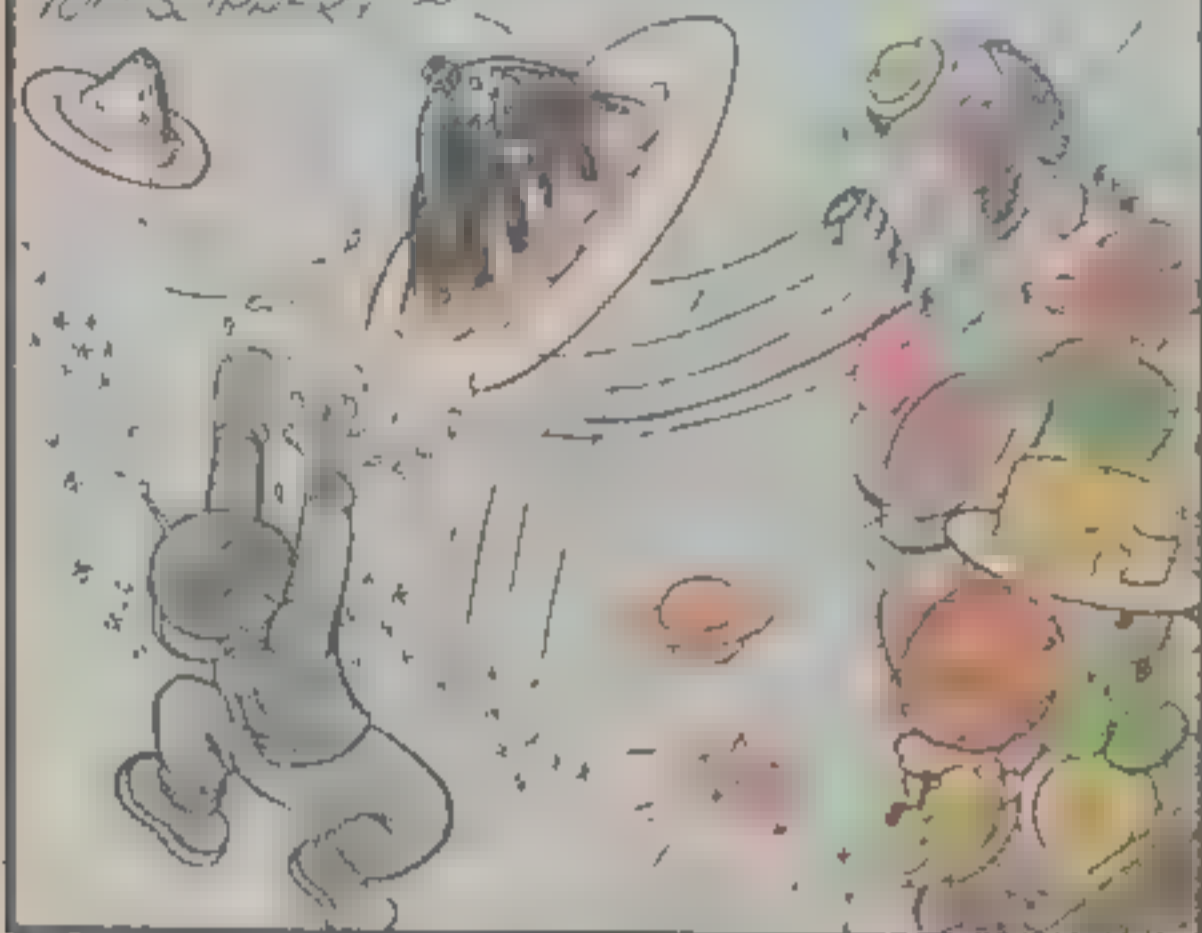
I JUMPED OUT AND LANDED ON TOP OF THE CELESTIAL BEAR WHEN A **HORROR** STRUCK ME. NOW I HAD TO **EAT** WITH MY SPACE MASK ON!



BUT THAT WASN'T MY ONLY TROUBLE. I TRIED TO ANCHOR MY FEET ON THE TOP OF THE PLEOCEANES AND CLIPPED ON A **GIANT BANANA SPLIT**



BEFORE I KNEW WHAT HAPPENED, I WAS FALLING INTO SPACE---I TRIED TO GRAB ONTO A FLYING SAUCER, BUT THE ICE CREAM WAS TOO SLIPPERY!



KATY'S NIGHTIE by SANDRA MCCOY THE NEW YORK

I TRIED YELLING FOR HELP, BUT MY VOICE HAD MUFFLED. THE EARTH LOOKED CLOSER CLOSER CLOSER I WAS GOING TO CRASH!



SIS! WAKE UP! WHAT ON EARTH ARE YOU DOING UNDER THOSE COVERS? I THOUGHT I HEARD YOU FALL OUT OF BED!



I'M SURE GLAD YOU SAID "NO" TO RANDY'S PROPOSAL, KATY! I COULDN'T KEEP UP WITH A GUY SO GENEROUS!

YOU COULDN'T



LOOK, KIDS! YOU CAN SEND FOR A PIN-UP and CUT-OUT SET OF SIS, THE CANDY KID!



KATY KEENE

10¢

SEND FOR YOUR OWN SET OF SIS, THE CANDY KID, AND GET A FREE COPY OF THE KATY KEENE STORY. THE KATY KEENE STORY IS A NEW BOOK BY SANDRA MCCOY. IT'S A GREAT READ FOR KIDS. ORDER TODAY!

KATY KEENE AT  
GOGON WHEELS  
SANTA BARBARA CALIFORNIA



# KATY FASHIONS

COWGIRL HAT, SHOES & SKIRT by  
JOYCE McDOWELL, 4501 FISHER AVE,  
VIENNA, WEST VIRGINIA

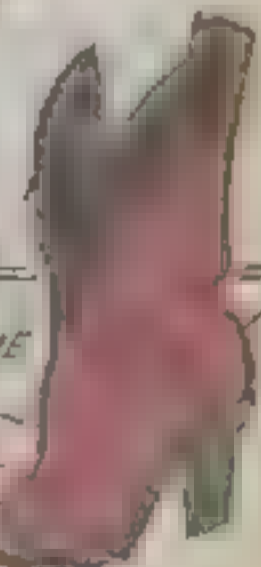
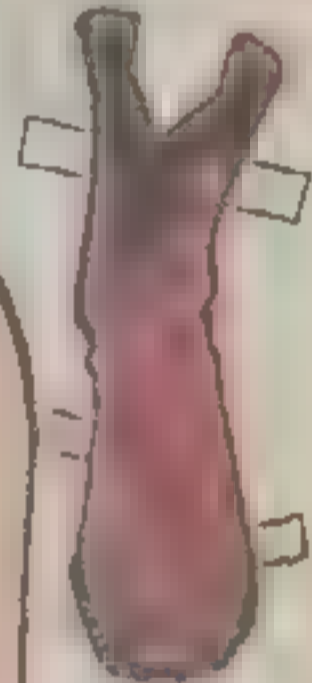
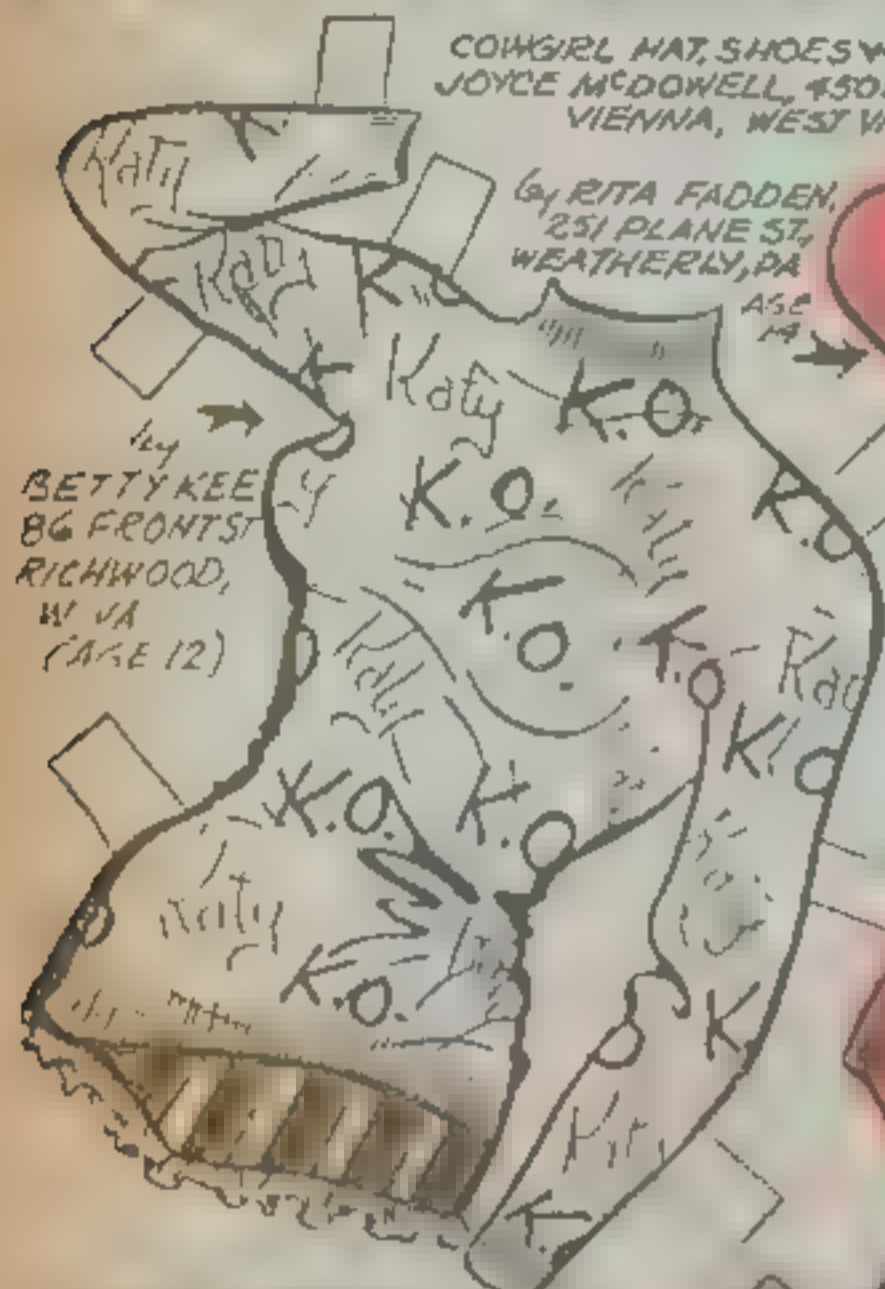
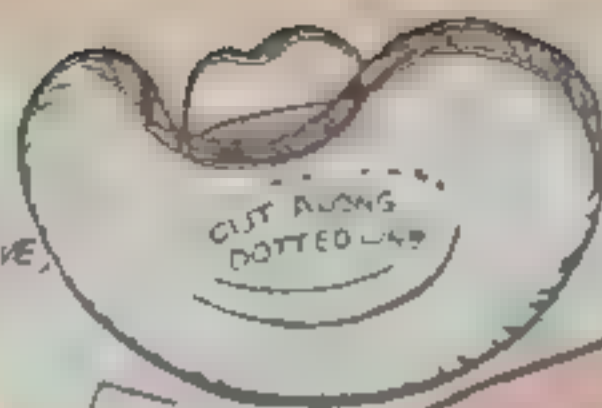
by RITA FADDEN,  
251 PLANE ST,  
WEATHERLY, PA  
AGE 19

by BETTY KEE  
86 FRONT ST  
RICHWOOD,  
W. VA  
(AGE 12)

by ANNE RITA FADDEN, (AGE 12)  
251 PLANE ST, WEATHERLY, PA

ANNA P. NAPOLI  
206 04-33 AVE,  
BAYSIDE, L.I., N.Y.

by ANNE RITA FADDEN, (AGE 12)  
251 PLANE ST, WEATHERLY, PA



**LOOK, KIDS! YOU CAN SEND FOR THIS NO. 2 PINUP** (IN ALL CASES, SUITABLE TO FRAME)  
**PLUS OVER 10 NEW CUTOUTS FOR ONLY 10¢**

HERE'S HOW TO GET IT! PRINT YOUR NAME AND ADDRESS CLEAR ON A 5x7 OF PAPER AND CUT IT IN AN ENVELOPE WITH ONE OF OUR 1x3 TOOTH AND NAIL REEFERS AND ASK FOR **PIN-UP AND CUT OUT SET NO. 2** AND YOU CAN STILL GET NO. 1 PIN-UP AND CUT OUT SET OF KATY NO. 1 SET NO. 2 OF \$3.49 EACH SET REEFER AND SEND ADDITIONAL MONEY AND SPECIFY WHICH SET YOU WANT!

**KATY KEENE AT**  
**W. COOK KEENE'S**  
**W. COOK**  
**SANTA BARBARA, CALIF.**

SEND FOR THEM NOW!

# KATY KEENE

by Bill Woggon



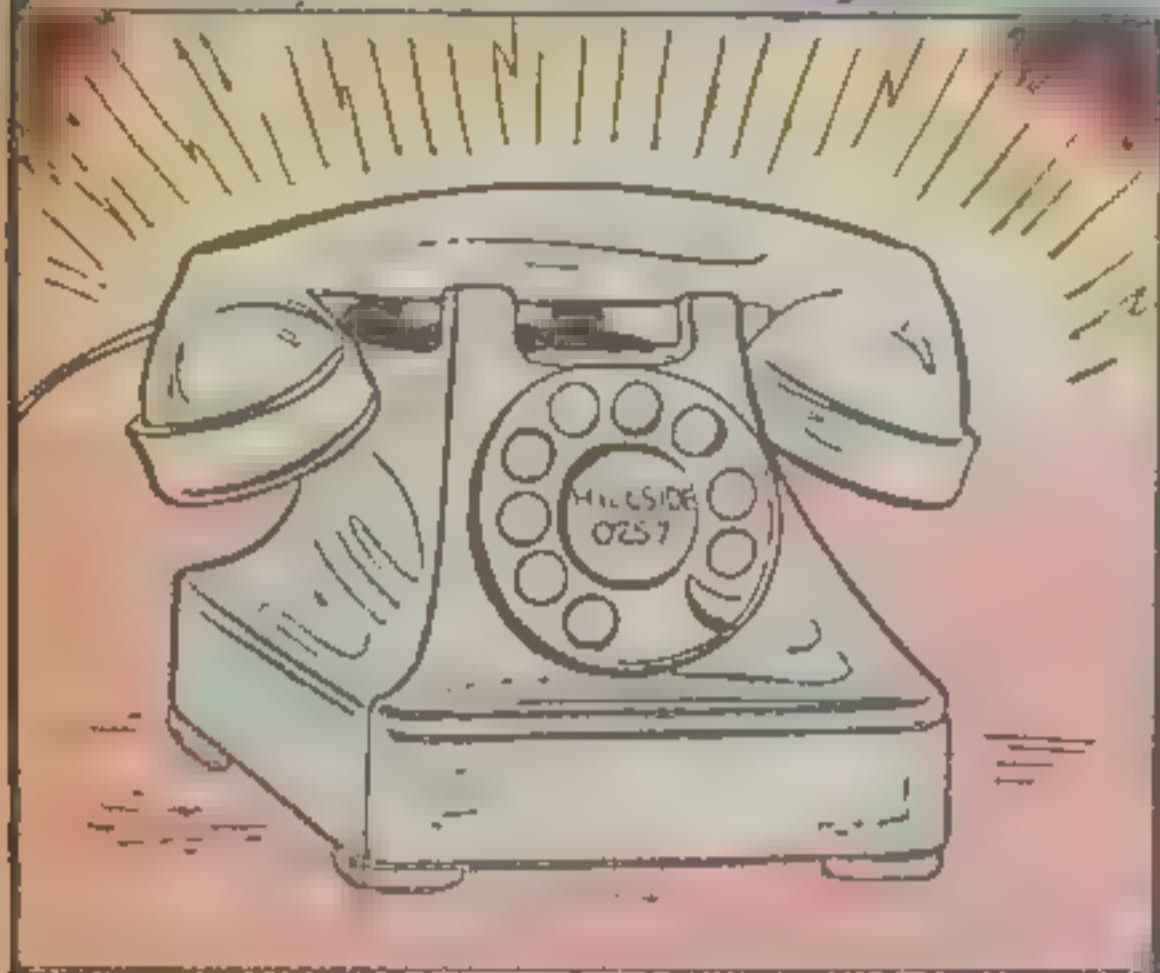
K.O.'S OUTFIT by  
ANNA BELL SYLVEST, R.R. 1,  
PEARL RIVER, LOUISIANA.

KATY'S SHOES by PETER HASHIM,  
7 JOHN ST., HAVERHILL, MASS.

HAIKDO by BETTIE ANN GASTA,  
8025 VINTON ST., OMAHA, NEBRASKA

① KATY'S DRESS AND POSE by MARY HEIN, 860 RONDEL RD., CLEVELAND, OHIO. (AGE 10 1/2)

As our story begins, the phone rings in  
Katy's apartment at 7070 Hollywood Blvd.



Katy answers

HELLO--OH, K.O.,  
I'VE BEEN  
EXPECTING YOU  
TO CALL!  
TODAY IS THE  
DAY WE GO ON A  
PICNIC!

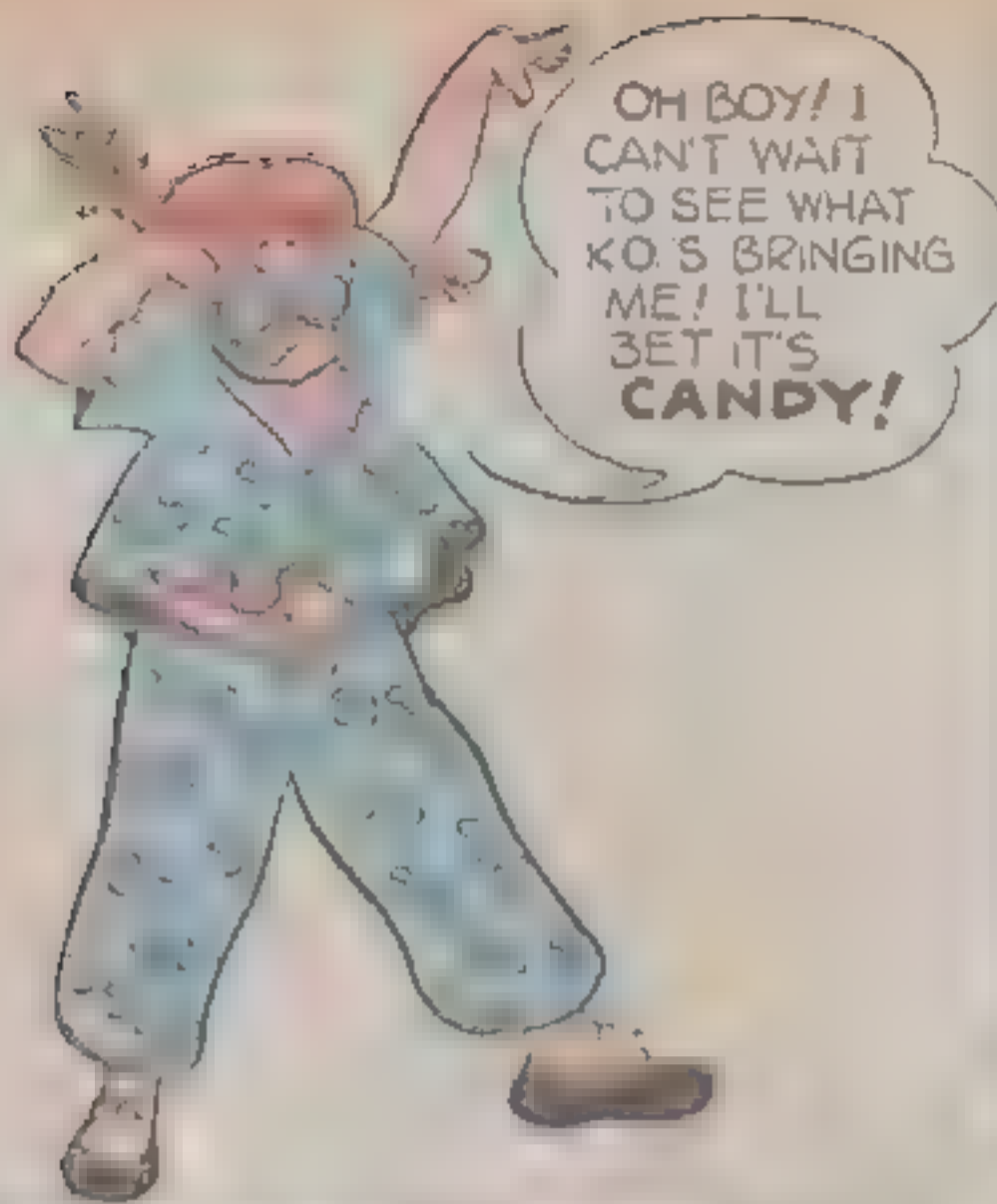
KATY'S NEGLIGEE AND POSE by  
MARIAN POLAND,  
ORSINO, FLORIDA.



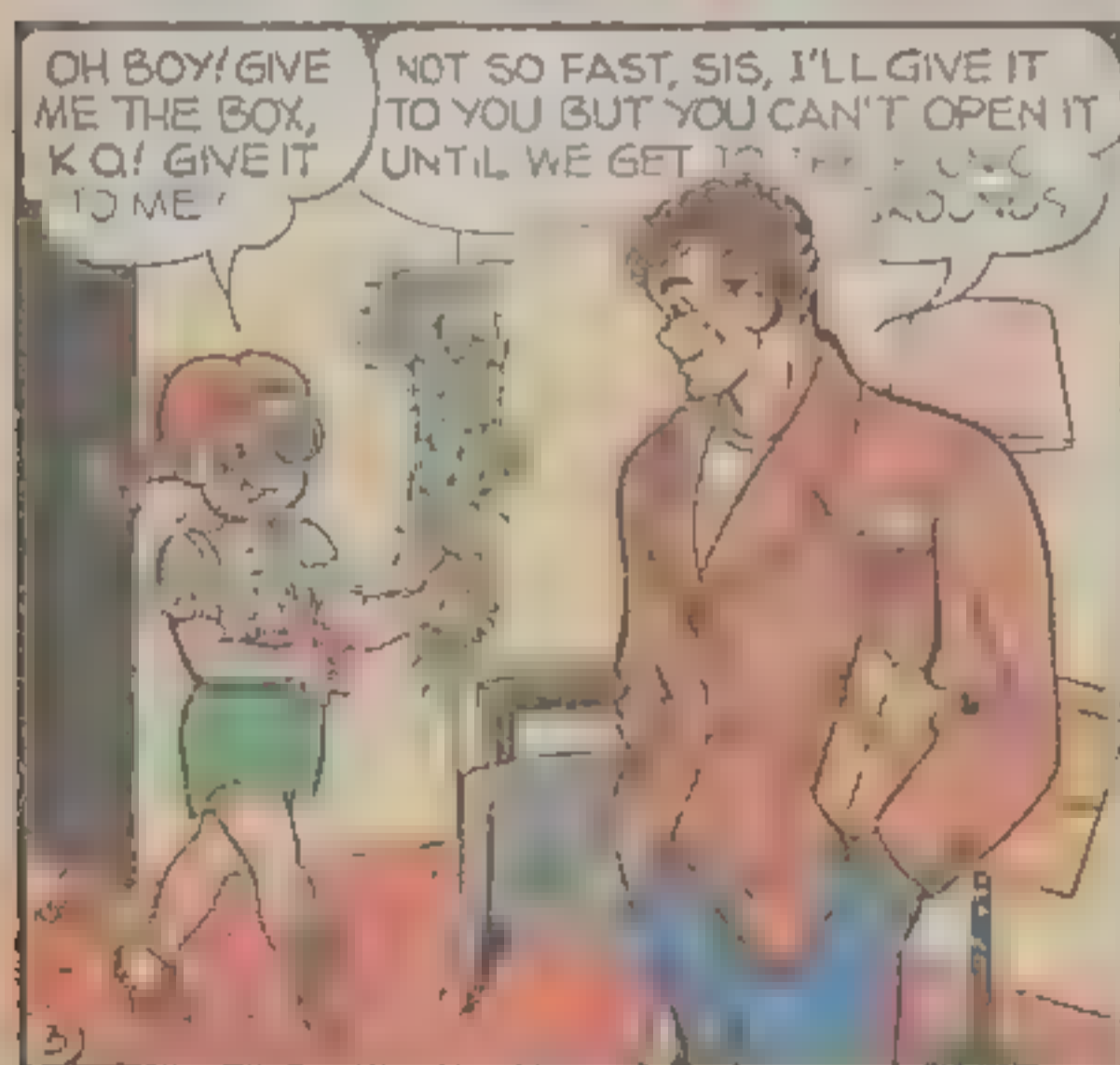
SAVE THIS PIN-UP FOR  
YOUR COLLECTION!

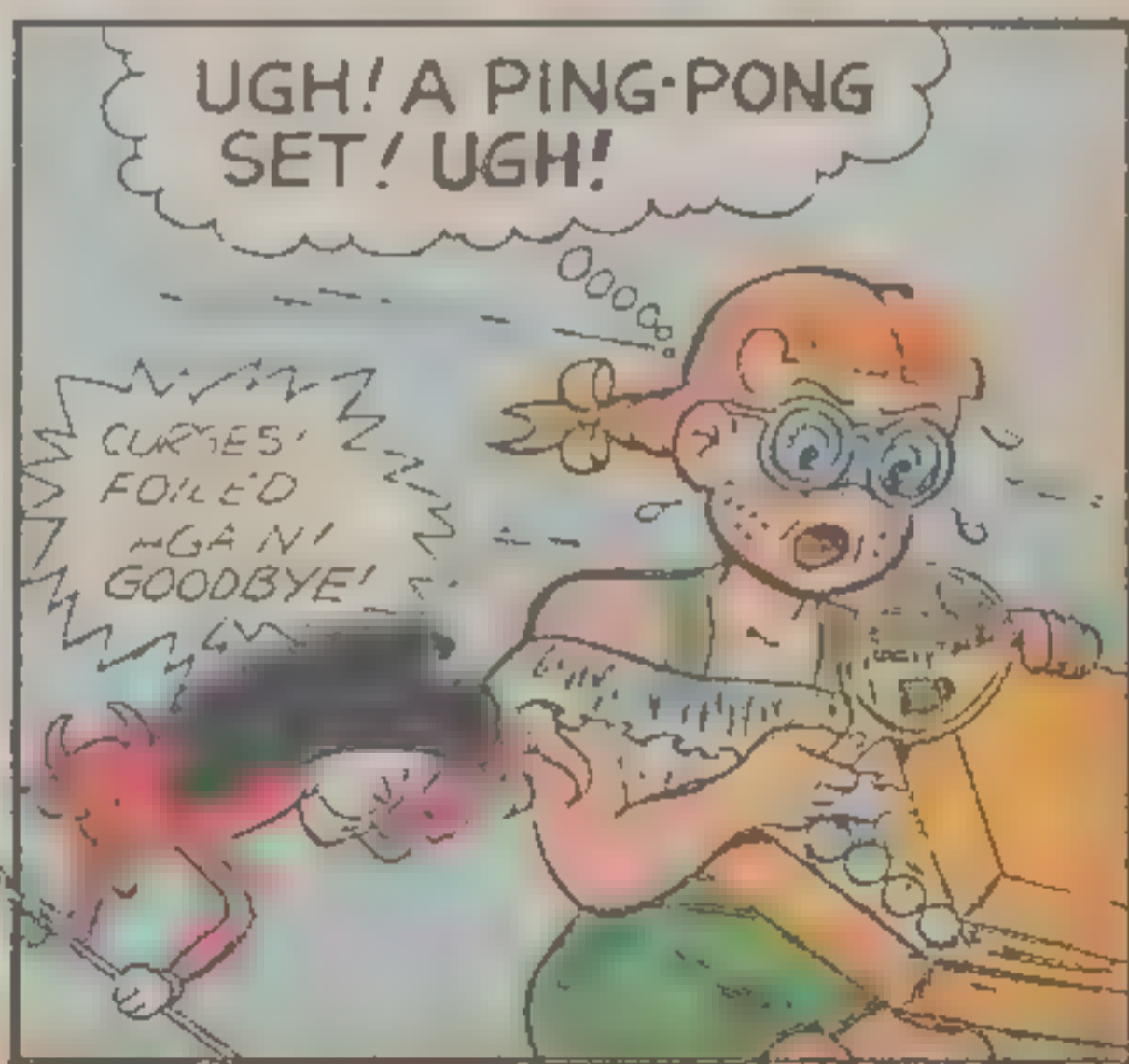
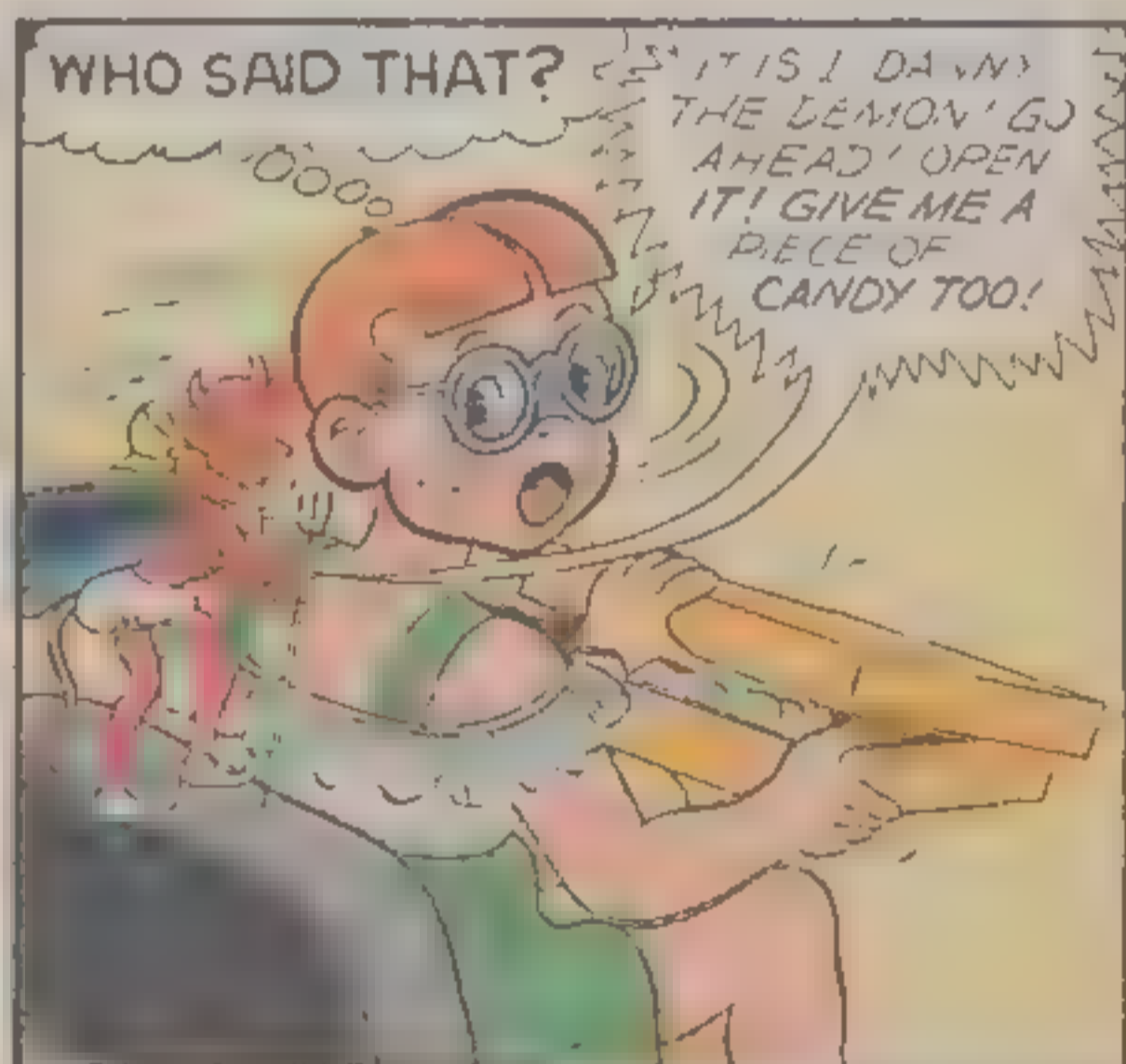
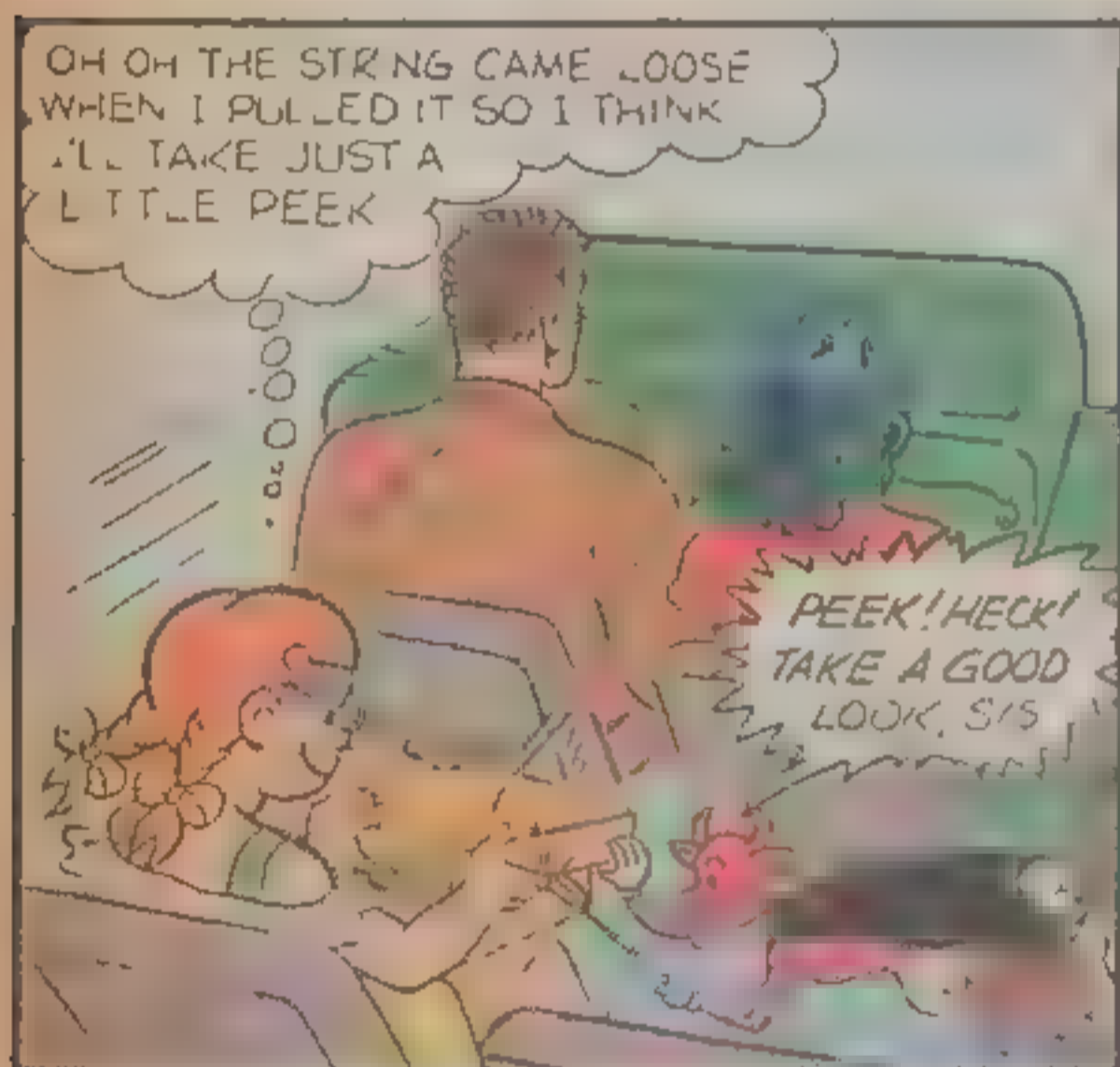
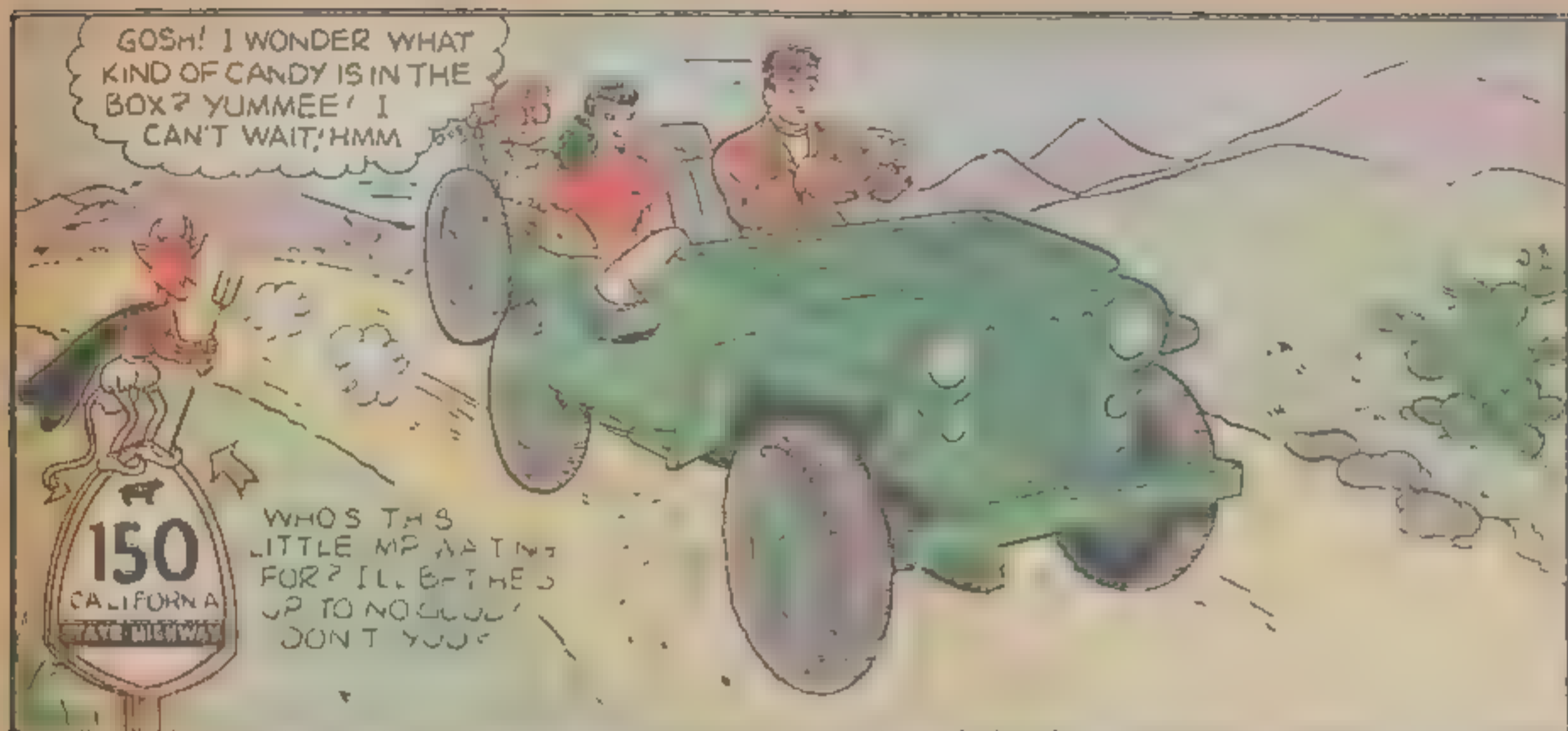
K.O.'S TIE by CYNTHIA CARPENTER, 25 DONELLAN RD, SCARSDALE, N.Y. AGE 11

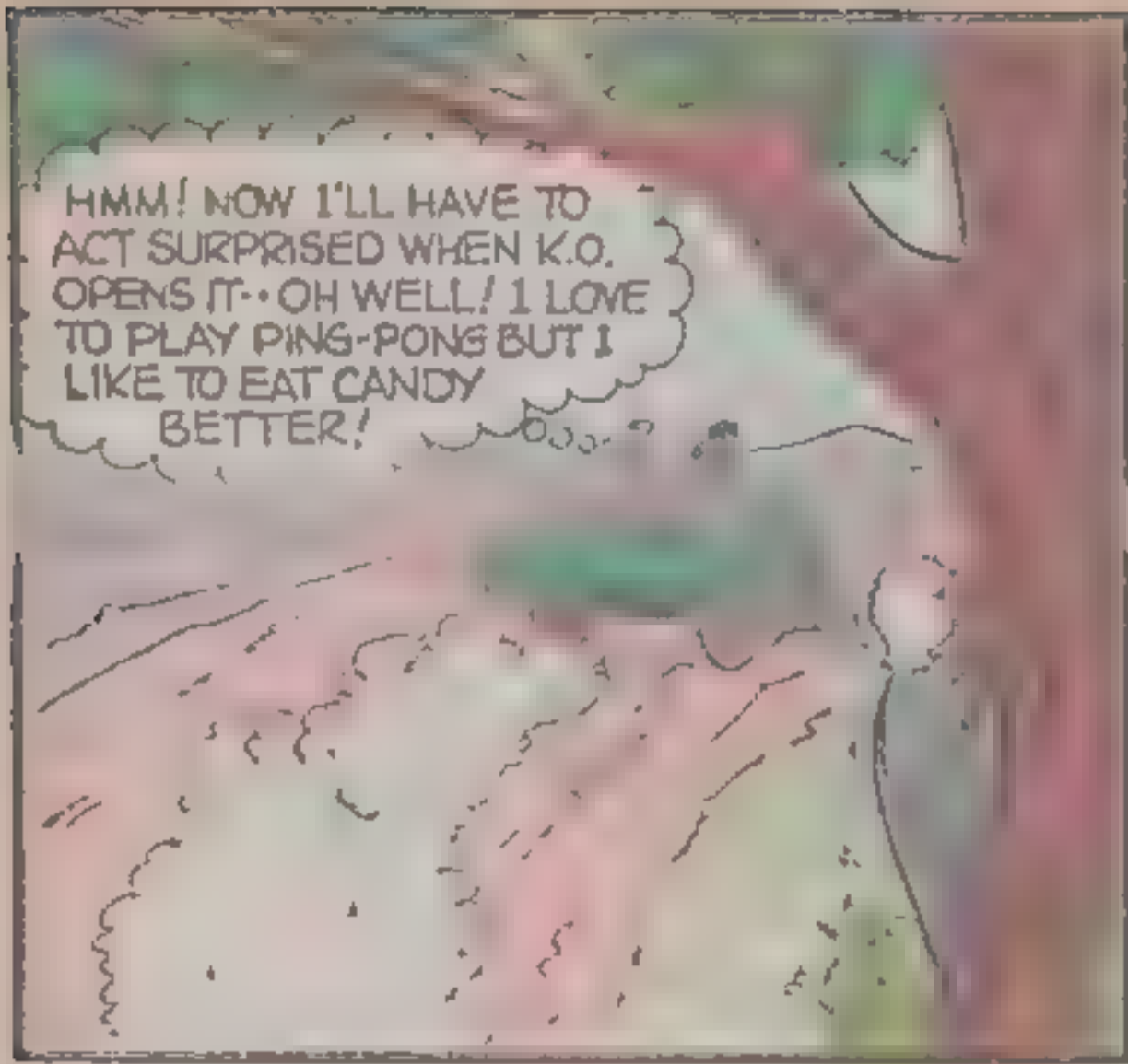




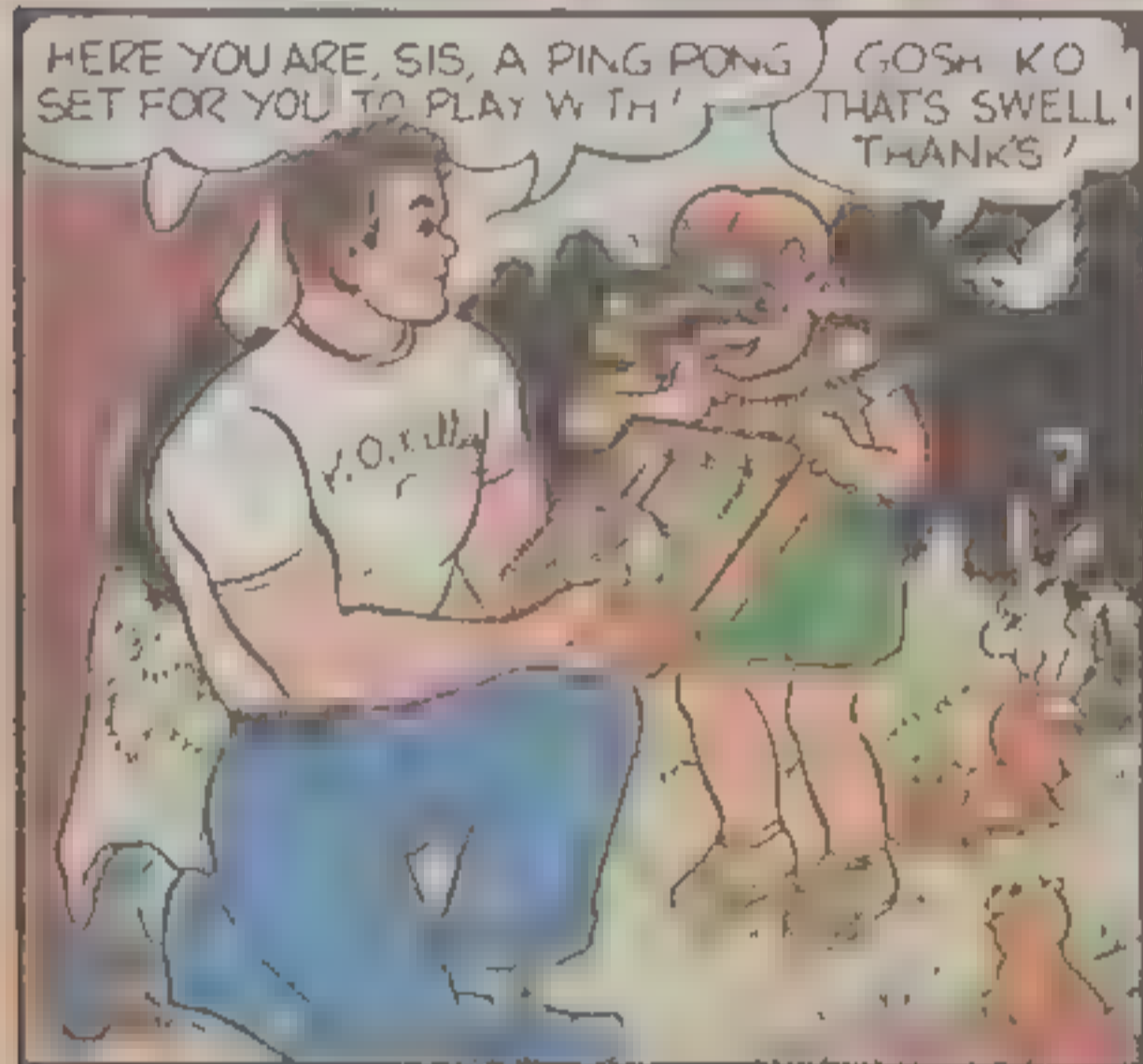
KATY'S SKETCH BY LLOYD CLIFTON. CO. MISSOURI. DE SOTO MISSOURI





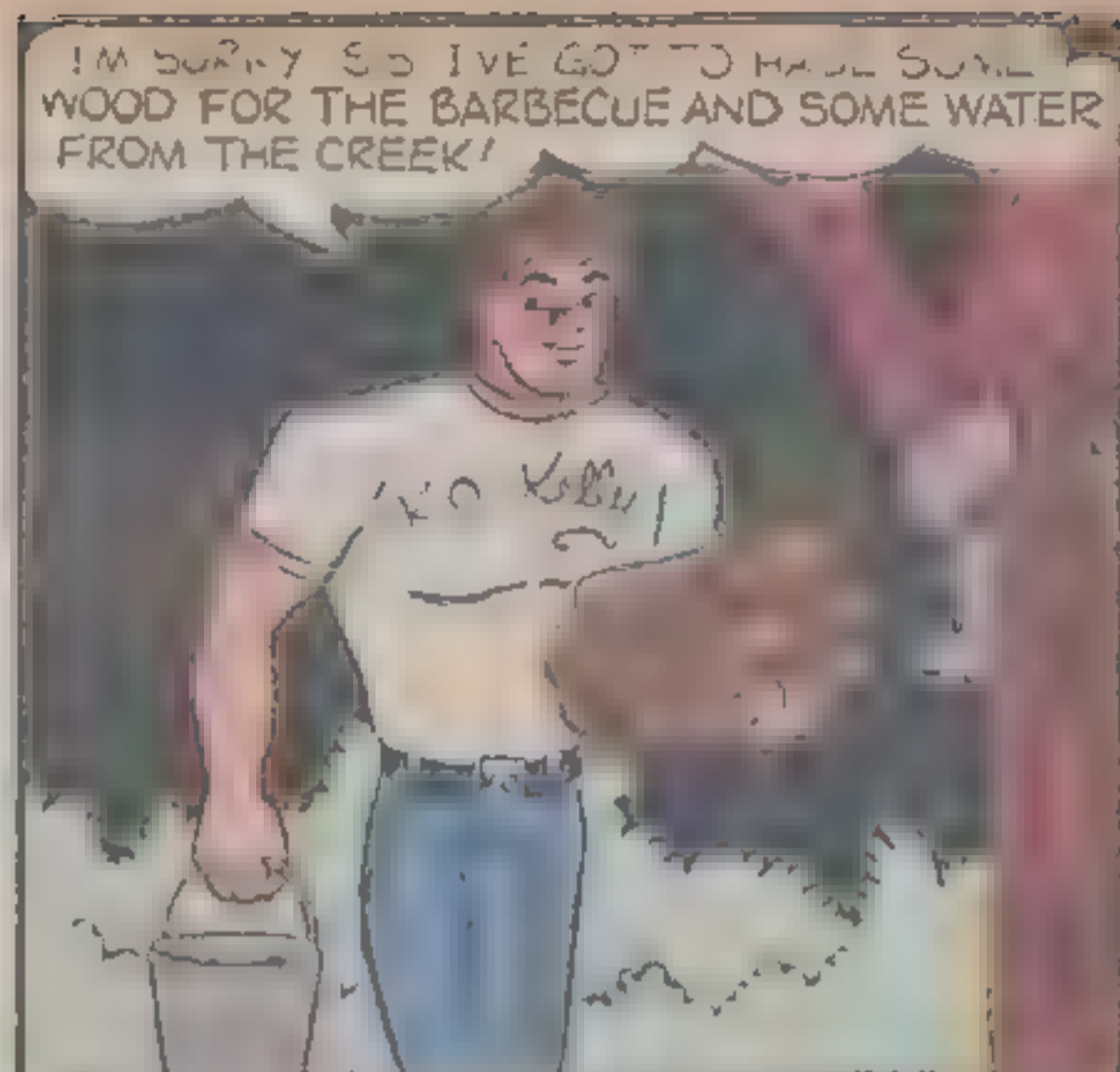


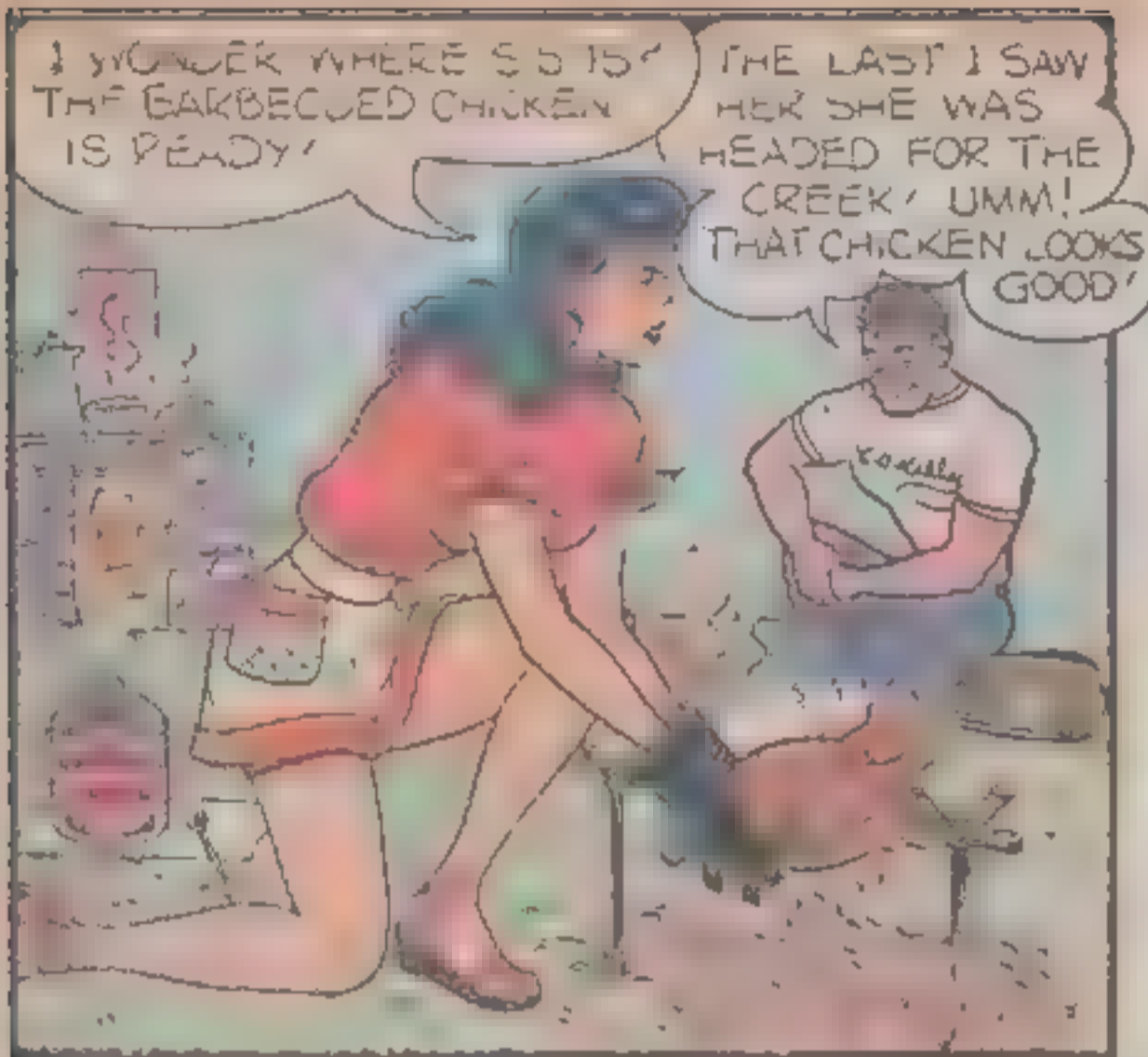
K.O.'S SMART SHIRT by DANA DAVIS, ESSEX LODGE, TOMAHAWK, WISCONSIN



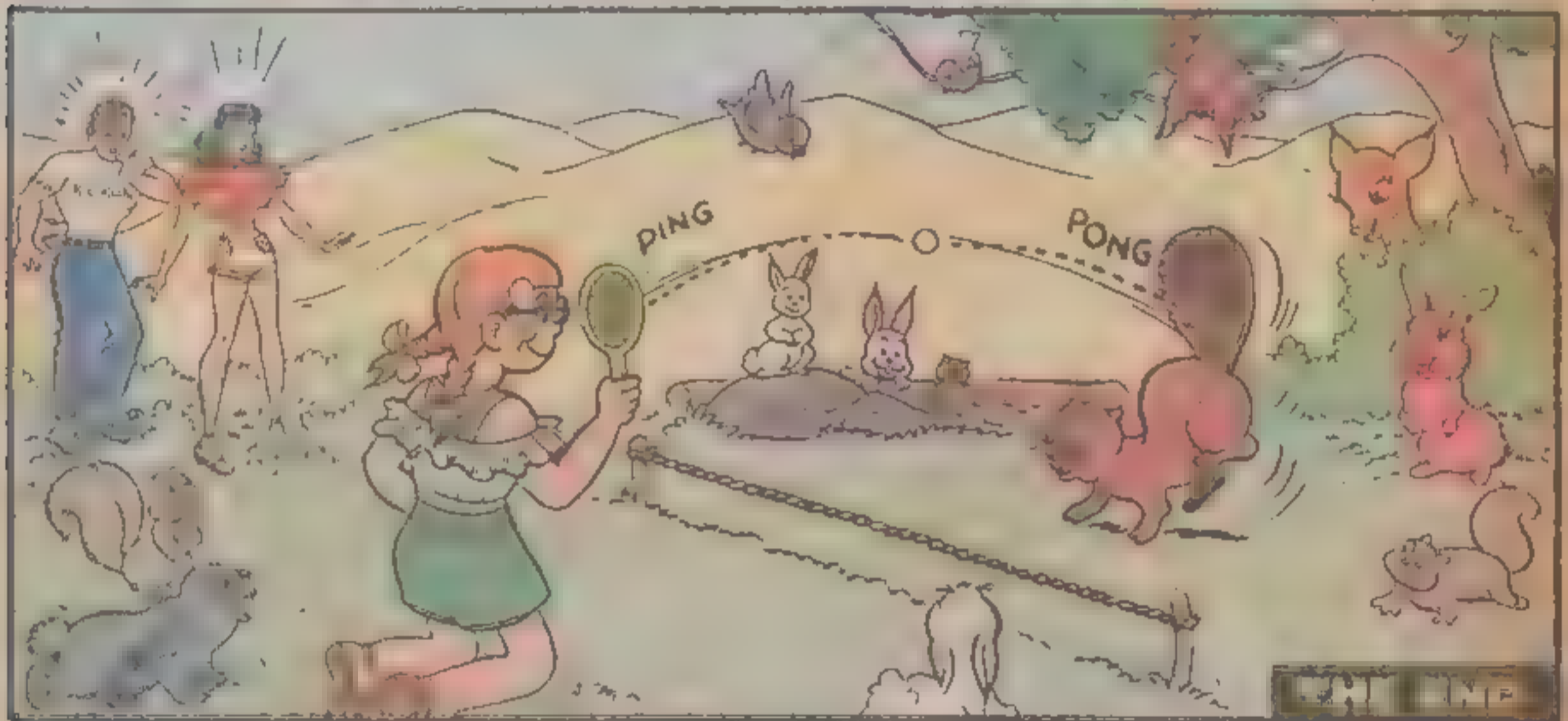
KATY'S SUN SUIT by EVELYN SMITH R.F.D. #1, BOX 1392, OXNARD, CALIFORNIA





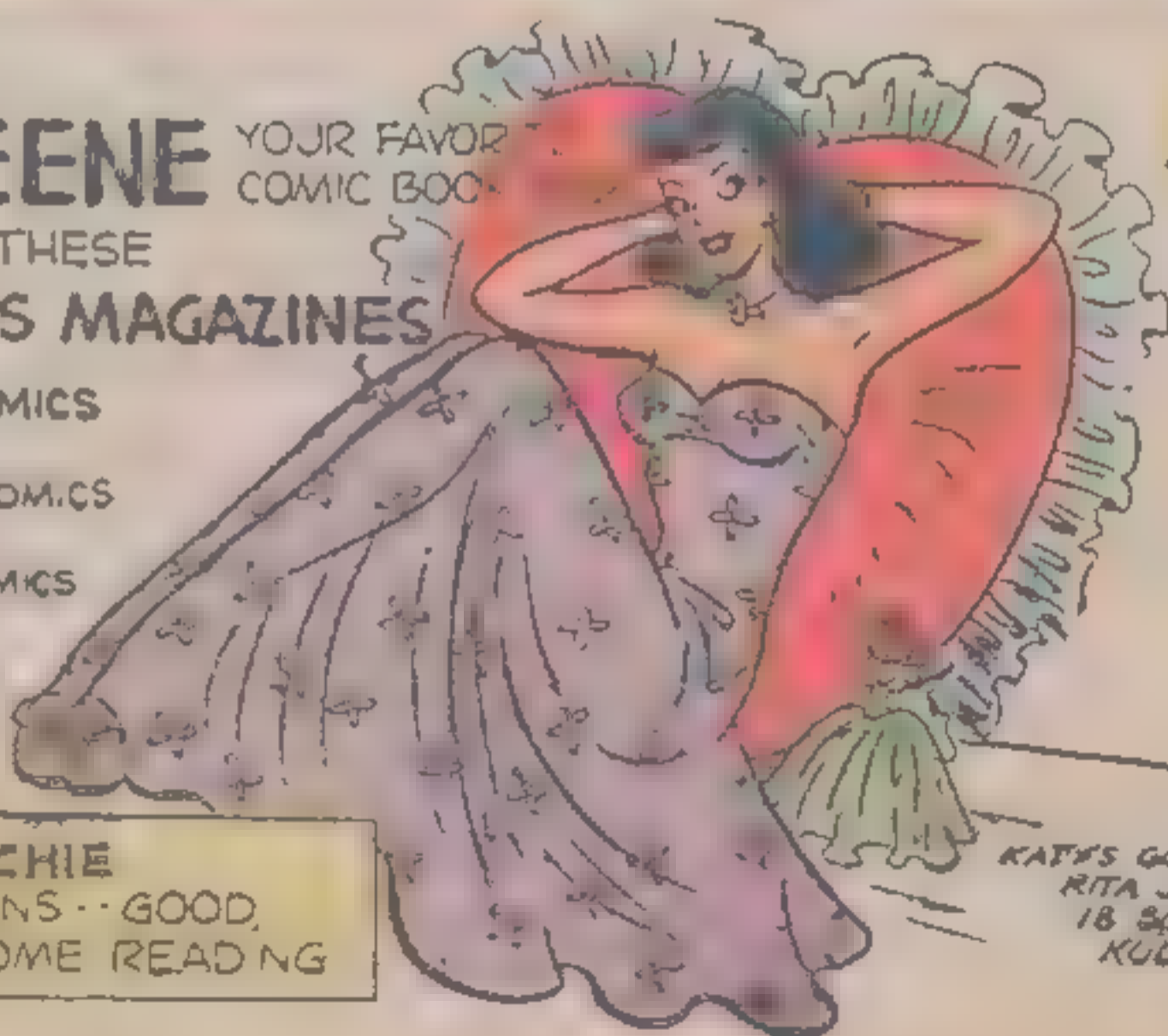


KATY'S BARBECUE GLOVES AND SAUCE BY MICK MASCHKE, LACUNBRE + HOLLISTER, SANTA BARBARA, CALIFORNIA

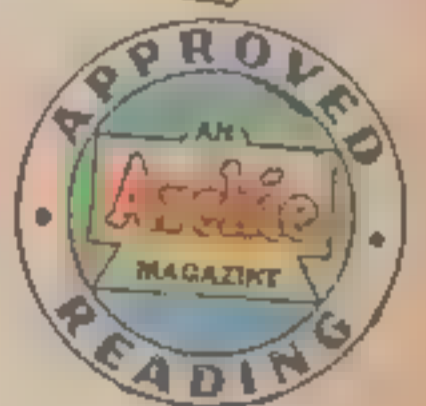


**KATY KEENE** YOUR FAVORITE COMIC BOOK  
 APPEARS IN THESE  
**FOUR FAMOUS MAGAZINES**

**Laugh** COMICS  
**Walt** COMICS  
**Swing** COMICS  
**POP** COMICS



LOOK FOR THIS  
 TRADEMARK



THEY'RE ALL ARCHIE  
 COMIC PUBLICATIONS... GOOD,  
 CLEAN, WHOLESOME READING

KATY'S GOWN & POSE BY  
 RITA JOHANN  
 18 SOUTH 8TH ST.  
 KULPMONT, PENNA.

REDUCING SPECIALIST  
SAYS: LOSE WEIGHT  
WHERE IT SHOWS  
THE MOST...

# REDUCER

MOST ANY PART OF  
THE BODY WITH  
**Spot Reducer**  
RELAXING, SOOTHING,  
PENETRATING  
MASSAGE

## LIKE A MAGIC WAND,

the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steam baths, drugs or laxatives.

*Lose Weight  
or No Charge*

### USED BY EXPERTS:

Thousands have lost weight this way—in legs, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

## TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY, Without Risking HEALTH

Take pounds off — keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and Turkish baths — MASSAGE! With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use — just plug in, grasp handle and apply over most any part of the body — stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat — helps you regain and keep a firmer and more GRACEFUL FIGURE!

### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim — but also aids in the relief of those types of aches and pains in and around nerves that can be helped by massage! The Spot Reducer is handoperated, made of light weight aluminum and rubber and has a beautiful inscription you will be thankful you own. AS 110 volts.



### FOR GREATEST BENEFIT IN REDUCING

by massage use SPOT REDUCER with or without electricity — Also used as an aid in the relief of pains for which massage is indicated.

### ALSO USE IT FOR ACHES AND PAINS



#### MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.



#### CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

**ELECTRIC  
Spot  
Reducer**

PLUG IN,  
GRASP  
HANDLE  
AND  
APPLY

UNDERWRITERS'  
LABORATORY  
APPROVED

**SPOT REDUCER CO.**

318 Market Street, Newark, N. J.  
(Full price of Spot Reducer \$9.95)



GLORIA FAIR, beautiful TV starlet,  
spot-reduces this simple way!

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery — or send \$9.95 (full price) and no ship postage prepaid. Use it for ten days in your own home, then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose — except ugly, embarrassing, undesirable pounds of FAT.  
MAIL COUPON NOW!

### SENT ON APPROVAL — MAIL COUPON NOW!

SPOT REDUCER CO., Dept. E-825  
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period, I enclose \$1. Upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name

Address

City  State

☐ SAVE POSTAGE — check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money-back guarantee applies.

**LOSE WEIGHT OR NO CHARGE**

MAIL THIS 10-DAY FREE TRIAL COUPON NOW! ➡

# TERRIFIC BARGAINS

**Take your pick...  
Try at our risk!**

Select any of these terrific bargains and make no return. Send no money now! Pay full price shown plus a few cents postage and tax when delivered.

**10 DAY FREE TRIAL**

Then try for 10 full days at OUR RISK! Full price back quick if not satisfied and included. You have nothing to lose! We take all the risk! RUSH COUPON NOW!



## THE CHAMPION

**Sure Winner!**

Super-special quality! Positively amazing! Really amazing and MANLY! It's the

HARSH GOLD PLATED. Big Pseudo DIAMOND in center flanked by two others. It's the champ of rings. **4.19** at a bargain low price.



**PULL TRIGGER!**

**GUN**

**CIGARETTE LIGHTER**

Pull the trigger, and BANG!—your cigarette is lit! Perfect replica of a double pistol. Looks so real it scares scoundrels! Rugged METAL construction, enduring CHROME finish. Fully AUTOMATIC—a sure fire lighter, made to give years of thrilling satisfaction. Our special REDUCED price to you, only **1.98**. Don't miss this terrific bargain!

**1.98**



**4.95**

**6.98**

**7.98**

**Smart SWISS Watch**  
A sturdy, accurate, handsome watch for men and boys. Central sweep second hand. Luminous numbers. Unbreakable crystal. A **4.95** real bargain.

**Ladies' SPORTEX Watch**  
Dainty, better-set in accurate and sturdy Swiss jewel movement, unbreakable crystal, luminous dial for night reading. Absolutely guaranteed—money back if not pleased within 10 days. **6.98**

**New CALENDAR Watch**  
NOW—the watch that tells the date, hour, minute, second at a glance! Date changes automatically every 24 hours! A handsome, precision watch you'll wear with pride. **7.98** Bargain price.



**BIG FIVE**  
Extra heavy ring for big time men. 5 Pseudo Diamonds of great brilliancy set in Natural Gold. **3.55** color.

**SKULL & X-Bones**  
Amazing — eyes flash weirdly with red glow. Gold plated. Mysteriously looking. Big **2.67** value at.

**"THE ROYALE"**  
Looks like a fortune! Blazing Ruby-red color stone flanked by 2 Pseudo Diamonds. Last word in class. **3.48** styling. Only.

**DIRECT-TO-YOU on 10-day FREE Trial!**



**SPECIAL 6.95**

## Wonder 4-in-1 Stop CHRONOGRAPH

Try to beat this bargain anywhere in the U.S.A. 4-in-1 imported STOP Watch CHRONOGRAPH and Watch with combined! Best of all, you can try it for 10 full days at OUR RISK!

**11 — WONDER FEATURES — 11**  
It's a tachometer, telemeter, DOUBLE Push Button STOP watch. It measures SPEED as well as DISTANCES of boats and cars, races, sports, planes, boats, moving objects. Actually has SPLIT-SECOND calibration, unbreakable crystal, sweep-second hand, luminous numerals & hands, sturdy SHOCK-RESIST case. Everyone wants one — students, soldiers, sailors, sailors, race fans, sportsmen, photographers, engineers, and all active men. A wonderful timekeeper! **UNLIMITED GUARANTEE EXCLUSIVE OF PARTS!** Never a chance for skilled labor. Yours with full instructions **6.95** & gift case.

## Glamour WEDDING Rings



Gift of a lifetime! Satisfaction guaranteed or full price back quick! Special sale price. **2.50**



## "MAGIC" WEATHER ROSE

Amazing! Beautiful artificial "Magic" Rose in weather resistant plastic. No fading, no wilting, no watering, no weeding, no pruning. A change coming. Place near window... Very decorative. Complete with flower pot. **1.00**



## Super-Power Field Glasses

UNHEARD OF VALUE! Extra BIG and SUPER-POWER Field Glasses, streamlined design, rugged all-metal construction, automatic distance control, carrying strap and POWERFUL ground lenses. Instant people, objects, mountains, wild animals, sports, etc. — appear as if only inches or yards away! You'll expect to pay MANY times our price! — **2.94** all low price off.

**FREE 10 DAY TRIAL**

**CONSUMERS MART, Dept. 118-G**  
131 West 33rd Street, New York 1, N. Y.

Write articles desired on lines below. Try price shown plus a few cents postage and extra for delivery. Then TRY 10 DAYS FREE! You take no risk — FULL PRICE BACK UNLESS THRILLED AND DELIGHTED!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**2.97**



**Men's INITIAL Ring**  
Your own INITIAL in raised Gold Color Effect set in a RUBY color stone, flanked by 2 Sparkling Pseudo DIAMONDS imported from Europe. Rich Gold Plated. Fashionable! Smart! Wear with pride—enjoy a lifetime. Mention letter desired. Only **2.97**

**ETERNAL LOVE WEDDING SET**



Sweetest special and very pretty! Look! — 12 Sparkling Pseudo DIAMONDS, Imported from Europe, set in a gorgeous Engagement and Wedding set! NATURAL GOLD color, exquisitely designed. Your price for both—**4.88**, yet they look like \$150.00 and more! They sparkle a fine ray of light. Enjoy a LIFE-TIME! Try at our risk! Full price back if not thrilled! RUSH COUPON!

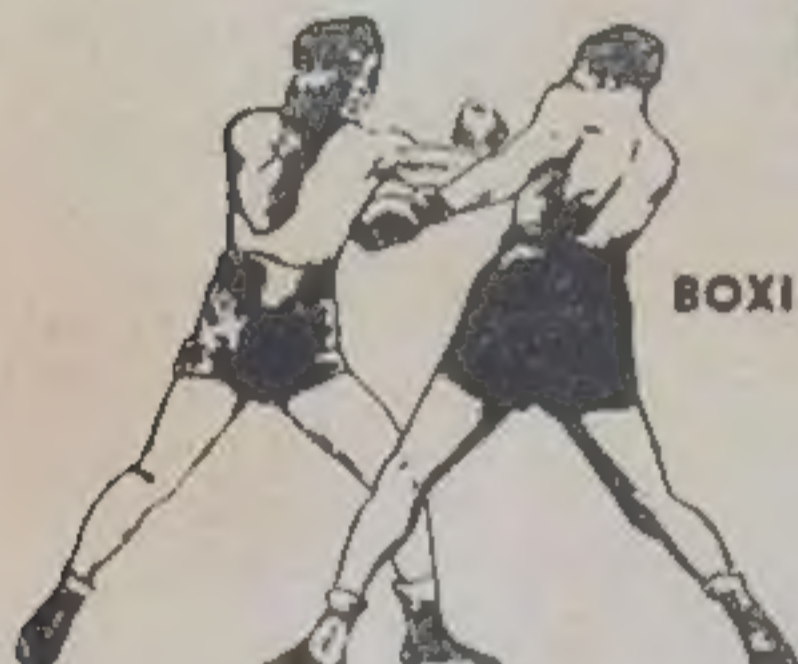
Be the  
**MASTER**  
not the slave!  
Defend



YOURSELF — IN ANY SITUATION — ANYWHERE

Learn this Quick, Easy Way

OVERCOME ANY ENEMY — NO MATTER HOW BIG HE IS, OR HOW SMALL YOU ARE!



BOXING



JIU-JITSU

**H**ERE'S every science of self-defense and lethal attack, wrapped up into one red-blooded package. This new fast-moving system will make you tough—or it doesn't cost you a cent. You don't need muscles! You don't have to be big! You just have to know how!

In every dynamite-packed page, experts teach you through pictures and stories. How you can K.O. your enemy with one clean scientific wallop! How to master him with punishing, bruising, wrestling holds! How to use his strength to destroy himself through deadly Jiu-Jitsu.

Never again cringe or shy away from a scrap. Imagine the wonderful confidence when you know that you're nobody's slave, that nobody can push you around. Think of the respect others will have for you, the safety they'll feel being with you, when they find out what a rough, tough, scrapping, deadly-efficient hellion you can be.

You learn quickly and easily through our amazing new "slow-motion picture" method. You learn every stance, every hold, every grip as portrayed by our experts. It's just like getting personal instruction in your own home. And what's more, you don't pay the price of personal instruction. The experts who prepared these instructions want every red-blooded American to know how to defend himself. They want to make a "big man" of every small one. So the price of these books was made so low that everyone could afford to own them. Yes, you can't afford to be without them.

We want you to have all three books. We want you to be able to defend yourself against any attacker, no matter how he fights. Therefore, we'll send you all 3 books for the price of only 2.

**SEND NO MONEY — RUSH COUPON NOW!**

Make us prove our claims. Send no money, unless you prefer. When the postman delivers your package, deposit only \$1.00 plus postage and C.O.D. charges. You must be completely convinced after five days, or return the books and your money will be refunded. Don't wait until trouble strikes. Prepare NOW.

**PICKWICK CO.**  
Box 463, Times Sq. Sta.  
Dept. C-2309, New York 18, N. Y.

Rush me a copy of

☐ Jiu-Jitsu—50c ☐ Scientific Boxing—50c  
☐ Wrestling—50c

(If you check two books, we will send you the third without additional charge)

☐ Enclosed find \$ prepaid. Please send the books all charges

☐ Send C.O.D. I will pay on delivery, plus postage and C.O.D. charges. (No C.O.D. for less than \$1.00).

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

It is understood that if I am not satisfied I can return the books within 5 days for immediate refund of full purchase price.

all  
3  
books  
ONLY  
\$1.00

If bought  
separately  
each—  
50c

MAIL  
COUPON  
TO-DAY!

**JIM and BETTY  
SOLVE THE "MYSTERY"  
OF PETE'S FORTUNE!**

**GIVEN!** BOYS! GIRLS!  
LADIES! MEN!  
WE GIVE YOU  
CASH OR **PREMIUMS!**

HOW DOES  
PETE DO IT?

HE'S GOT A  
TELESCOPE-  
A NEW  
WATCH-  
CASH!

LOOK! HE'S GOING  
TO MRS. GREEN'S  
HOUSE-

LET'S PLAY "DETECTIVES" AN'  
SEE WHAT PETE'S UP TO--  
MAYBE WE CAN SOLVE THIS  
MYSTERY-

OUR  
56<sup>th</sup> YEAR

SHHH! MRS. GREEN'S  
OPENING THE  
DOOR NOW--

OF COURSE I'LL BUY A BOX OF **WHITE  
CLOVERINE BRAND SALVE**, PETE-  
AND THIS ART PICTURE  
WHICH YOU'RE  
GIVING ME  
REALLY IS  
A BEAUTY!

THANKS, MRS.  
GREEN! THAT'S  
THE FIFTH BOX I'VE  
SOLD TODAY- IT'S EASY  
AND IT'S FUN!

GOSH!

THAT'S RIGHT, KIDS-THAT'S HOW  
I EARNED MY WATCH AND OTHER  
SWELL PREMIUMS! NOW I'M  
WORKING FOR A BIKE!

YOU CAN  
TOO!

WOW!  
LET'S SEND  
IN THAT  
COUPON  
QUICK!

ACT NOW!

**BE FIRST!**

Candid  
Cameras

(with Carrying Cases, Complete Cub  
Fishing Outfits (sent postage paid)  
Disc pictures with White  
**CLOVERINE BRAND SALVE**  
easily sold to friends, neigh-  
bors, relatives  
at 25c a box  
(with picture)  
to start.



ACT  
NOW!

Aluminum Ware, Blankets, Alarm  
Clocks (sent postage paid). Mail  
coupon for Salve and pictures  
to start.

36th  
YEAR!

ACT  
NOW!

Wrist Watches, Pocket Watches, Dolls,  
Football (sent postage paid). Other  
premiums or Cash Commission easily  
earned. SIMPLY GIVE pictures with White  
**CLOVERINE BRAND SALVE** easily sold  
at 25c a box (with picture) and remit  
per catalog sent with starting order.



LET'S  
GO!

**BIG CATALOG!**

ACT  
NOW!

Alarm Clocks, Pen and Pencil Sets, Bibles, Billboards, Tele-  
scopes, Relief Shavers, Blankets, Aluminum Ware,  
Excuse Players, Movie Machines (sent  
postage paid). Rush coupon  
to start!

WE  
TRUST YOU  
**MAIL NOW!**

Wilson Chem. Co. Dept 63-AC, Tyrone, Pa. Date.....

Gentlemen: Please send me on trial 12 colorful art pictures with 12 boxes of  
White **CLOVERINE BRAND SALVE** to sell at 25c a box (with picture). I will remit  
amount asked within 30 days, select a Premium or keep Cash Commission as  
explained under Premium wanted in catalog sent with order, postage paid  
to start

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ST \_\_\_\_\_ E. D. \_\_\_\_\_ BOX \_\_\_\_\_  
TOWN \_\_\_\_\_ ZONE NO. \_\_\_\_\_ STATE \_\_\_\_\_  
PRINT LAST NAME HERE \_\_\_\_\_

Paste coupon on postal card or mail in envelope today

MAIL  
COUPON!

ACT  
NOW!



Pocket  
Watches, Footballs,  
Food Choppers, Carving Sets  
(sent postage paid). Write or mail  
coupon to start.

OUR  
56<sup>th</sup> YEAR!

WE ARE RELIABLE! MAIL  
COUPON!



OUR  
56<sup>th</sup> YEAR

MAIL  
COUPON!

ACT  
NOW!

SEND NO  
MONEY!  
BE  
FIRST

OUR  
56<sup>th</sup> YEAR

ACT  
NOW



OUR 56<sup>th</sup> YEAR - WE ARE RELIABLE!